

LIFE



YOUNG CAMPER

AUGUST 16, 1937 **10** CENTS

THE CHOICE OF

Champions



DON'T RISK YOUR LIFE ON THIN WORN TIRES!

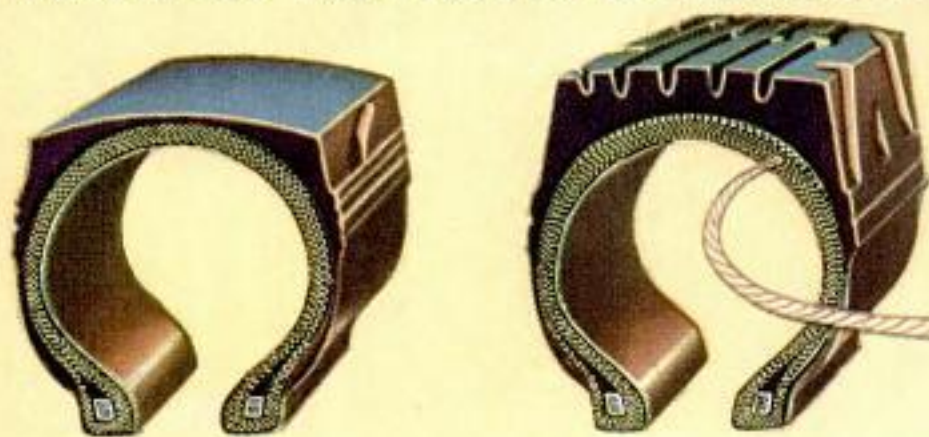
Protect yourself and your family from the danger of driving on thin worn tires which may cause a serious accident.

DO YOU KNOW

THAT last year highway accidents cost the lives of more than **38,000 men, women and children?**

THAT a million more were injured?

THAT more than **40,000** of these deaths and injuries were caused directly by **punctures, blowouts and skidding due to unsafe tires?**



Above is a section cut from a smooth, worn tire, which shows the non-skid protection worn off. Tires in this condition are liable to punctures, blowouts and skidding.

Above is section cut from a new Firestone Tire. Note the thick non-skid protection against skidding, blowouts and punctures. Come in today and see by actual demonstration.

WHY have Firestone Gum-Dipped Tires been on all the winning cars at Indianapolis for the past 18 years? Why did every one of the 33 drivers in this year's Indianapolis race choose and buy Firestone Tires?

Men who risk their lives on the speedway refuse to take chances on tires. They make it their business to know how tires are made and they know that Firestone Tires are built with the Firestone patented construction features of Gum-Dipping and two extra layers of Gum-Dipped cords under the tread. They know that because of these extra features Firestone Tires run up to 28° cooler and give greatest blowout protection.

Gum-Dipping provides the extra margin of safety on the speedway or on the highway. In fact big transportation companies such as Greyhound Bus Lines and the Chicago Yellow Cab Company use Firestone Gum-Dipped Tires to provide safety for their millions of passengers. Race drivers and the big transportation companies know that the most economical investment they can make is to buy the safest, most dependable tires made. For your safety and the safety of your family, examine a cross section and see for yourself how Firestone Tires provide greatest protection. They will stop a car up to 25% quicker.

Don't take unnecessary chances by driving another day on thin, worn tires. Provide greater safety for yourself and your family. Join the Firestone SAVE A LIFE Campaign today by having your nearby Firestone Dealer or Firestone Auto Supply and Service Store equip your car with a set of new Firestone Gum-Dipped Tires—the safest tires that money can buy—the Choice of Champions.

*Listen to the Voice of Firestone featuring Margaret Speaks,
Monday evenings over Nationwide N. B. C. Red Network*

JOIN THE FIRESTONE

Save a life CAMPAIGN TODAY!

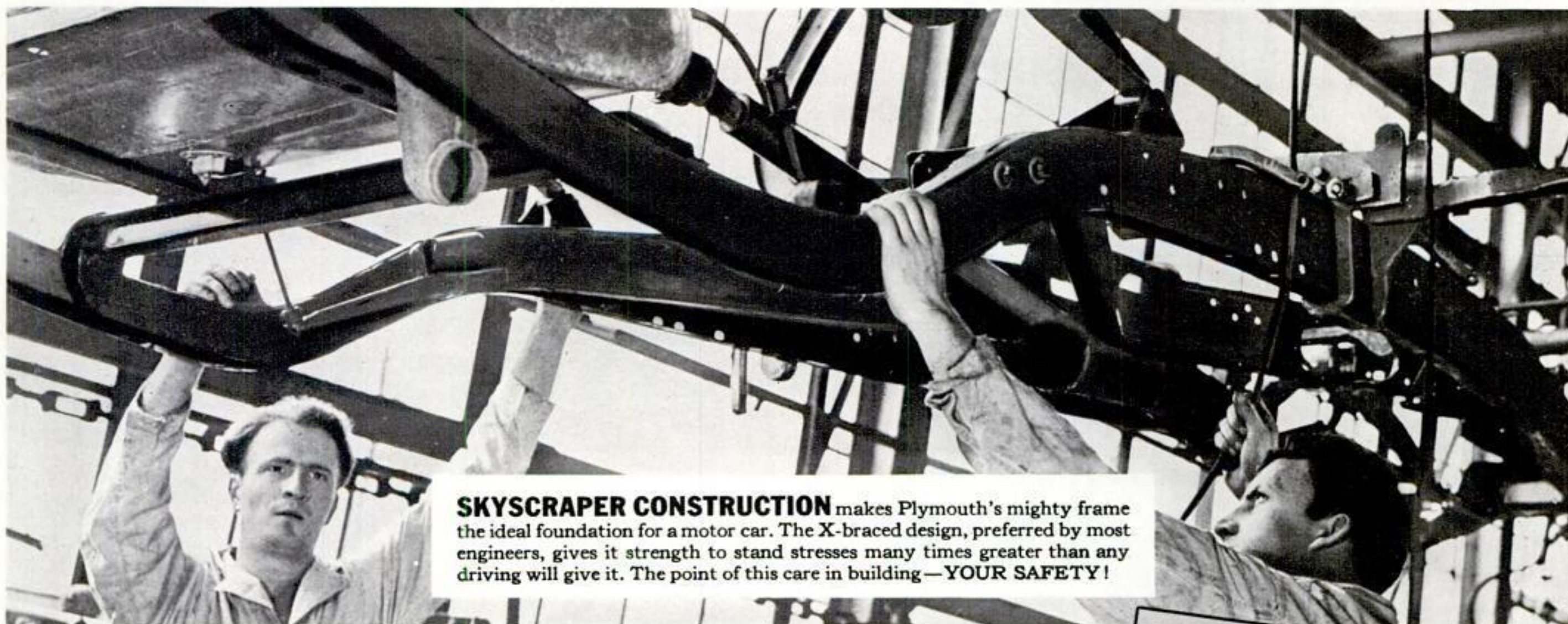
Copyright 1937, Firestone Tire & Rubber Co.

Firestone

THE MASTERPIECE OF TIRE CONSTRUCTION

Copyrighted material

INSIDE STORY OF THE BIGGEST DOLLAR AUTOMOBILE



SKYSCRAPER CONSTRUCTION makes Plymouth's mighty frame the ideal foundation for a motor car. The X-braced design, preferred by most engineers, gives it strength to stand stresses many times greater than any driving will give it. The point of this care in building—**YOUR SAFETY!**

TAKE AN "INSIDE" LOOK...see why the Plymouth dollar is the biggest automobile dollar in the low-price field.

Plymouth alone of "All Three" low-priced cars has **HYDRAULIC BRAKES, ALL-STEEL BODY, FLOATING POWER** engine mountings!

And only Plymouth of "All Three" gives

you the combined comfort features of airplane-type shock-absorbers...body mountings of "live" rubber...scientific sound-proofing.

In size, style appeal, performance, reliability, Plymouth is today's biggest **DOLLAR VALUE!**—PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

BALANCED TO A HAIR



This crankshaft has 4 main bearings. Runs smoother, lasts longer.

STEEL ON STEEL

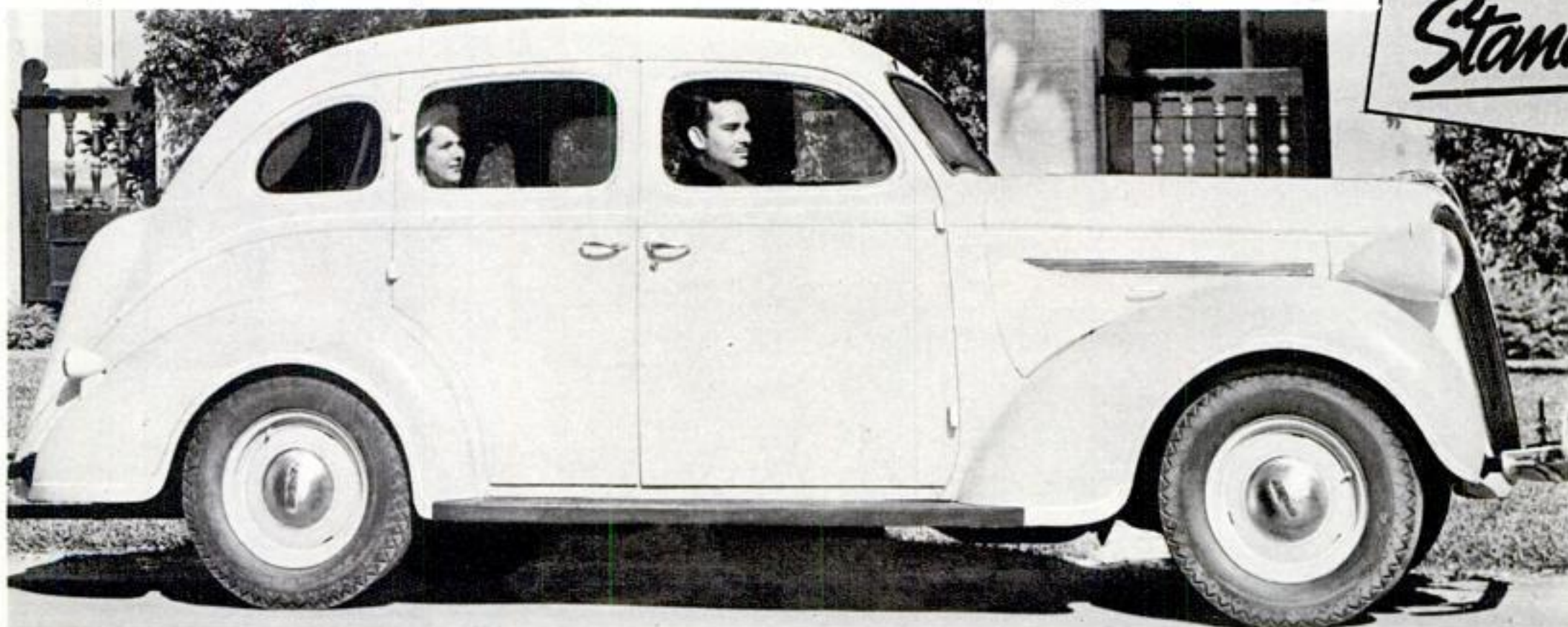


Plymouth's top, sides and floor are of steel, reinforced with steel.

100% HYDRAULIC



Plymouth's brakes are double-acting...easy, smooth, sure.



*The Car that
Stands Up Best!*

PRICED WITH THE LOWEST

Today, you'll find Plymouth is priced with the lowest. The Commercial Credit Company has made available—through all Chrysler, De Soto and Dodge dealers—terms which make it exceptionally easy for you to buy one of these big new Plymouths today.

TUNE IN MAJOR BOWES' AMATEUR HOUR, Columbia Network, Thursdays, 9 to 10 p. m., E.D.S.T.

PLYMOUTH BUILDS GREAT CARS

This One



ZFOD-9PP-UBSD

Kroehler Craftsmen

deserve the credit for making good furniture!

● Suppose you were to take a trip through the Kroehler factories. You would see on all sides skilled craftsmen who earn a wage high above the industry's average. You would see their experienced hands cut and shape nonshrinking kiln-dried hardwood lumber and build it into sturdy frames.

You would see clean, white gin-fresh cotton being felted into soft padding.

You would marvel at the way the famed Kroehler steel-webbed under-construction is built. No wonder it will not sag or break down. Cushions, too, are filled with fine-wire

spring units, so they will keep their shape and down-like softness.

The latest type machinery for making good furniture economically is employed. It is manned by craftsmen whose painstaking skill makes Kroehler furniture better.

See the superbly styled, luxuriously comfortable furniture in your preferred dealer store. Ask to see the Kroehler 5-Star Construction features, which make Kroehler furniture wear so well and far outsell any other make.

Watch the newspapers for exceptional values during National Furniture Week, Sept. 24th - Oct. 3d.



Fred Roesner sanding a chair arm. Has been employed for 13 years. He is one of Kroehler's 750 skilled wood-working mechanics



The Kandra sisters, Lucy, Emma, and Rose, sew the covering fabrics. 225 women sewers work in Kroehler plants



KROEHLER SUITE NO. 8593

LOOK UNDER THE
CUSHIONS FOR THIS FAMOUS
GUIDE TO QUALITY



KROEHLER

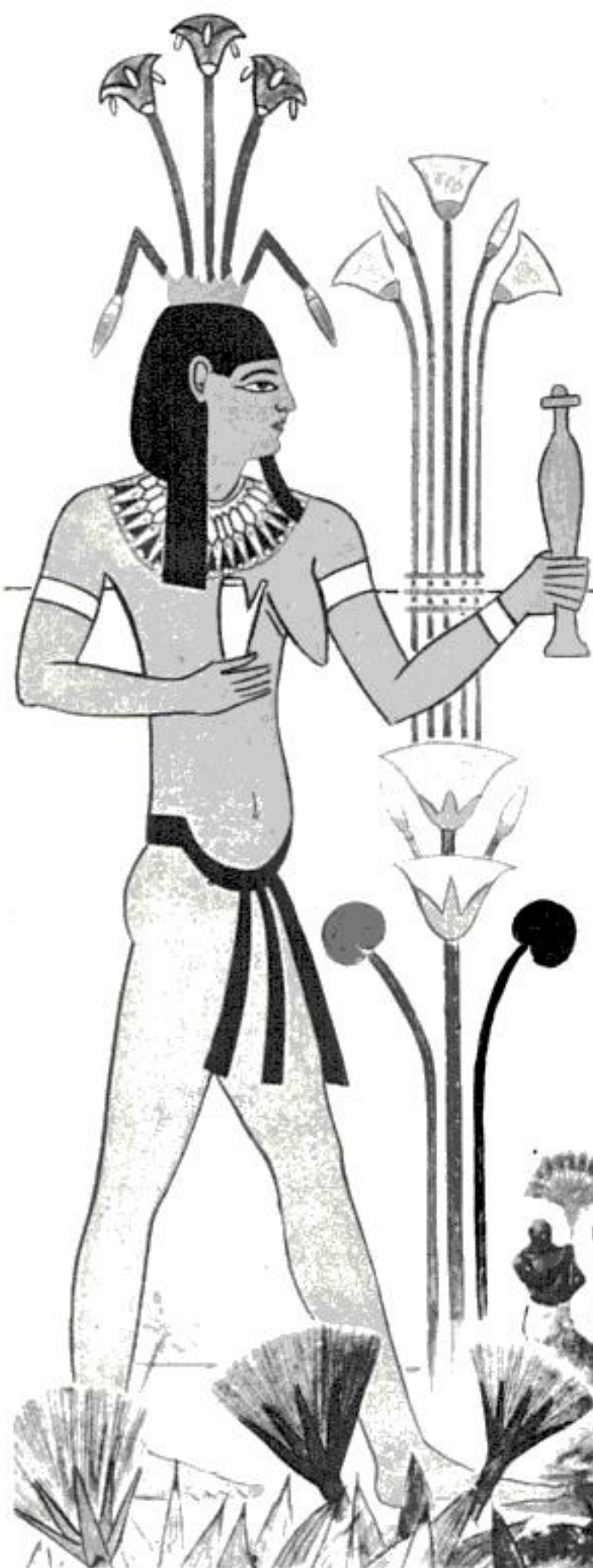
WORLD'S LARGEST FURNITURE MANUFACTURER

A FREE COPY... For Your Library

THE NILE

By EMIL LUDWIG

RETAIL PRICE FIVE DOLLARS



"WHAT A RIVER! WHAT A LIFE STORY!"

CRITICS are almost unanimously agreed that this book, published early this year, is Ludwig's greatest. As we follow the course of the Nile, originating in a primordial land of wild beauty and maturing amidst our ripest civilization, there arise before our eyes all the shadows of the past: an endless train of historical figures, the warring tribes, the strange races, that have desperately fought and struggled for existence along its shores. The river nurtures and sustains them all—"men of the mountains and men of the marsh, Arabs, Christians and cannibals, pygmies and giants."

Here is the story of Solomon and the Queen of Sheba; of Alexander the Great; of the Ptolemies; of Abyssinian

slave markets; of Caesar, Antony and Cleopatra; of Stanley's heroic discovery of Livingstone and the Congo; of Mehemet Ali and his murder in one day of all the Mamelukes; of Bonaparte; of how the dervishes cut down General Gordon; of the romantic Colonel Marchand's trek through the jungle; of Lord Kitchener—and countless other heroes, adventurers and madmen who make up the splendid pageant which has followed the course of the Nile.

Through it all the protagonist of the story remains clear. The Nile, mighty artery of life to land and people, flows majestically through the ages while humanity grubs and claws on its banks.



WHY WE OFFER TO GIVE YOU A FREE COPY OF THIS BOOK

HERE is no reader of the *Life Magazine* who would not find it in many ways to his advantage to subscribe to the service of the Book-of-the-Month Club; and we make this extraordinary offer in order to demonstrate that this is the case.

What we here propose is this: mail the inquiry coupon, and a copy of this fine library volume will be put aside in your name, and held until we hear whether or not you care to join. In the meantime, a booklet will at once be sent to you outlining how the Club operates.

Study this booklet at your leisure; you may be surprised, for instance, to learn that belonging to the Club does not mean you have to pay any fixed sum each year; nor does it mean that you are obliged to take one book every month, twelve a year (you may take as few as four); nor are you ever obliged to take the specific book-of-the-month selected by the judges. You have complete freedom of choice at all times. You also participate in the Club's "book-dividends," which are valuable library volumes like *THE NILE* by Emil Ludwig. In 1936, the retail value of the books distributed free among Club members was over \$1,450,000. For every two books its members purchased, they received on the average one book free.

If, after reading the booklet referred to, you decide to join the Club, a free copy of *THE NILE* will at once be shipped to you.

Here is a very interesting fact; over 150,000 families—composed of discerning but busy readers like yourself—now get most of their books through the Book-of-the-Month Club; and of these tens of thousands of people not a single one was induced to join by a salesman; every one of them joined upon his own initiative, upon the recommendation of friends who were members, or after simply reading—as we ask you to do—the bare facts about the many ways in which membership in the Club benefits you as a book-reader and book-buyer.

SOME TYPICAL OPINIONS

The Nile stands among the finest of Emil Ludwig's works for its sheer exuberance in descriptive passage, its wise weighing of historical facts, its recreation of famous scenes and its deep human sympathies.

—HARRY HANSEN, N. Y. *World Telegram*

Is based on a magnificent conception and, I think, develops it with extraordinary skill and passion. Few books that I have read of late have afforded me more solid pleasure.

—CLIFTON FADIMAN, *The New Yorker*

Is not only one of the best things he has ever written but also one of the most richly rewarding of recent serious publications in any field.

—HERSCHEL BRICKELL, N. Y. *Evening Post*

What a river! What a life story! Neither the Ganges nor the Yangtze, the Amazon or our Mississippi carries such a flood of story with its water. . . . *The Nile* is, I think, Emil Ludwig's best book.

—LEWIS GANNETT, N. Y. *Herald-Tribune*

BOOK-OF-THE-MONTH CLUB, Inc.
385 Madison Avenue, New York, N. Y.

A228

PLEASE send me without cost, a booklet outlining how the Book-of-the-Month Club operates. This request involves me in no obligation to subscribe to your service. It is understood that if I decide to join I will receive a free copy of *THE NILE*.

Name.....

Address.....

City.....State.....

Business Connections, if any.....

Official Position or Occupation.....

Books shipped to Canadian members through Book-of-the-Month Club (Can.) Ltd.

Your Iced Coffee can be ***RICHER***

and cost less at the same time!

FROSTY... with thick cream making a ribbony pattern in it—your favorite summer drink, Iced Coffee, can be a dream of mellow, melting richness if you make it with fresh *Dated* Coffee.

Richer, fuller flavored because every bag is guaranteed fresh. Every bag rushed fresh to your grocer, *dated* the day he receives it. *Dated* Coffee is always delicious and never has that rancid taste.

It sounds expensive, yet its extra richness costs you less!

Our unique *Dating* system brings you this very high-grade coffee so fresh, delivered and *dated* like your cream and milk, that there is no longer any need of expensive containers. We can pack *Dated* Coffee in a simple paper bag and pass the saving on to you. Try this rich coffee that is so low in price.

Start buying rich but inexpensive Chase & Sanborn *Dated* Coffee from your grocer tomorrow and enjoy richer Iced Coffee all summer at lower cost!

CHASE AND SANBORN
Dated Here
THE PERFECT GRIND FOR DRIP PERCOLATOR AND ALL OTHER METHODS
COFFEE
ONE POUND NET WEIGHT

For finest flavor in Iced Coffee, USE HIGH-GRADE COFFEE...

Only the finest quality, fullest flavored coffee will do, when you make *Iced* Coffee. Because, as the ice melts, it's bound to dilute the coffee. And even measuring your coffee more generously than usual, can't make up for this loss of flavor unless you *start out* with a coffee that is *fresh*, extra rich and high grade. For better Iced Coffee, use *Dated* Coffee.

Listen to the Chase & Sanborn Coffee Radio Program. N.B.C. Red Network every Sunday Night
Copyright, 1937, by Standard Brands Inc.

AMERICA'S *No. 1* MOVIE CAMERA

The Favorite of the MOVIE STARS!

Beautiful **Ida Lupino**, youthful Paramount star, takes time out from her latest picture, "Artists and Models" to shoot some personal movies with her UniveX Cine "8". "My UniveX movies are simply grand," says Miss Lupino. "And so economical, too!"

"You can't beat UniveX movies!" says **Richard Arlen**, Columbia's popular young star whose next picture will be "Park Avenue Dame." And not only in Hollywood, but all over the country, thousands are enjoying the thrill of taking theatre-quality movies with the amazing UniveX Cine "8".



ALL AMERICA NOW TAKING MOVIES AT LESS COST THAN SNAPSHOTS!

Outstanding performance—not mere price made this sensational new movie camera click with movie stars themselves! Not price—but *performance* has sold all America on UniveX!

And no wonder! Because it's the only movie camera in the world that takes brilliant, theatre-quality movies *that actually cost less than snapshots!**

Compact... easy to load and operate, the UniveX Cine "8" is a pleasure to use. Why not get the most for your money? Stop in at your dealers' today, and see

the glorious movies you, too, can get with UniveX!

*The UniveX Cine "8" uses the amazing 30-ft. UniveX Cine Film that sells everywhere for only 60c a roll, and takes as many scenes as 60 feet of expensive 16 mm. film!

CHECK THESE FEATURES!

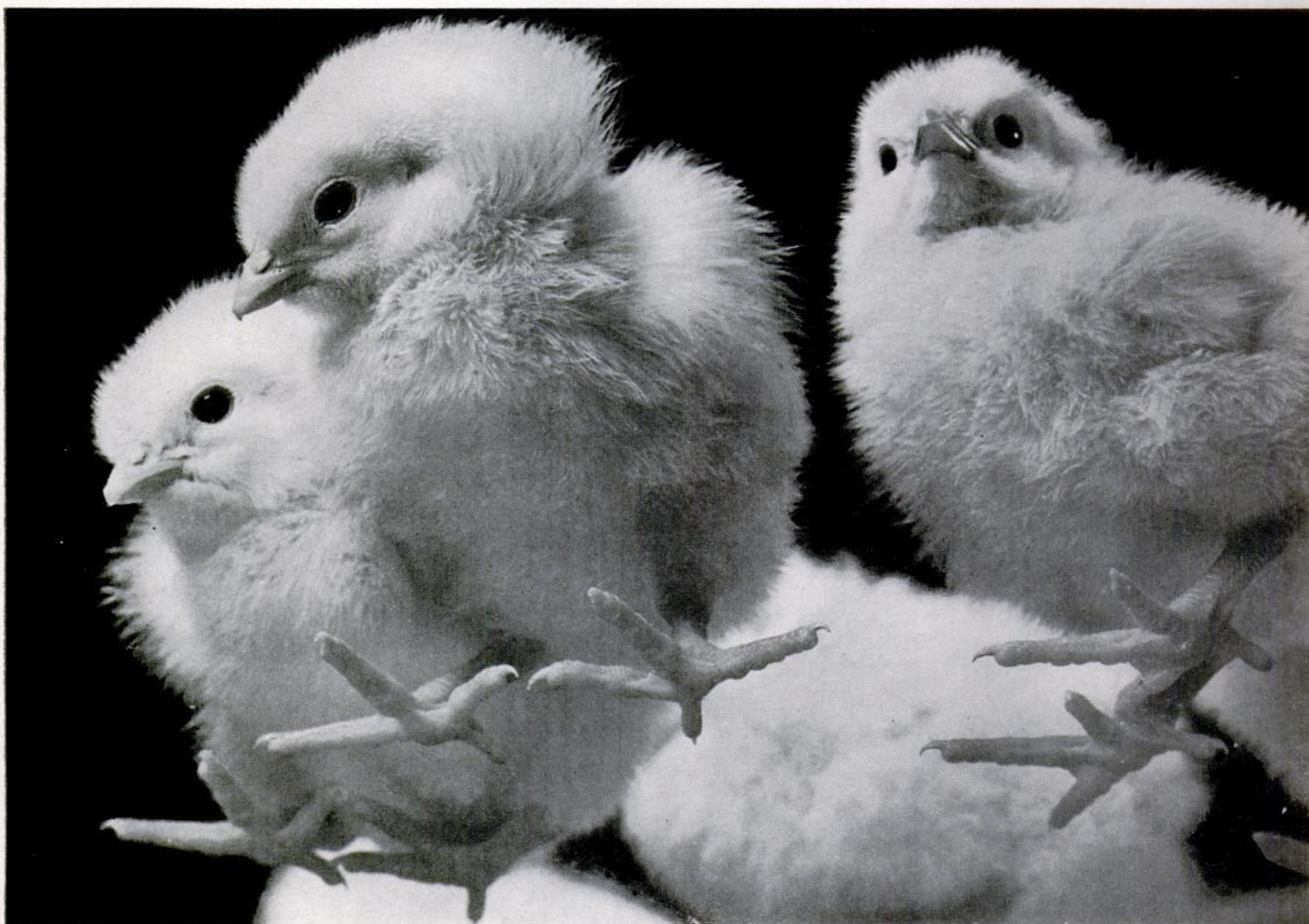
1. Uses 60c UniveX Cine film.
2. Easy to load and operate.
3. Lenses interchangeable.
4. Only 8mm. camera under \$30.

UNIVERSAL CAMERA CORPORATION
(World's Largest Unit-Manufacturers of Cameras)
New York Hollywood Chicago



CINE "8"
UniveX \$9⁹⁵

SPEAKING OF PICTURES . . .



Day-Old Chicks by Karl Oeser won the *Quarterly's* first prize for direct-mail advertising pictures. Originally made

as a cover for the *Prairie Farmer*, this has been widely used in hatchery catalogs and in mail-order circulars. Mr.

Oeser put the chicks on plate glass, stationed himself and camera under it, snapped the picture through the glass.



British tradition of seamanship is what Cunard White Star illustrated with this Pagano photograph of a sailor. Good example of the unposed advertising picture, it won a second prize.



"Any amateur with luck could get this snapshot," grumbled Valentino Sarra of the picture above, taken for Wilson bathing suits. Sarra, however, made 20 exposures to get this one.

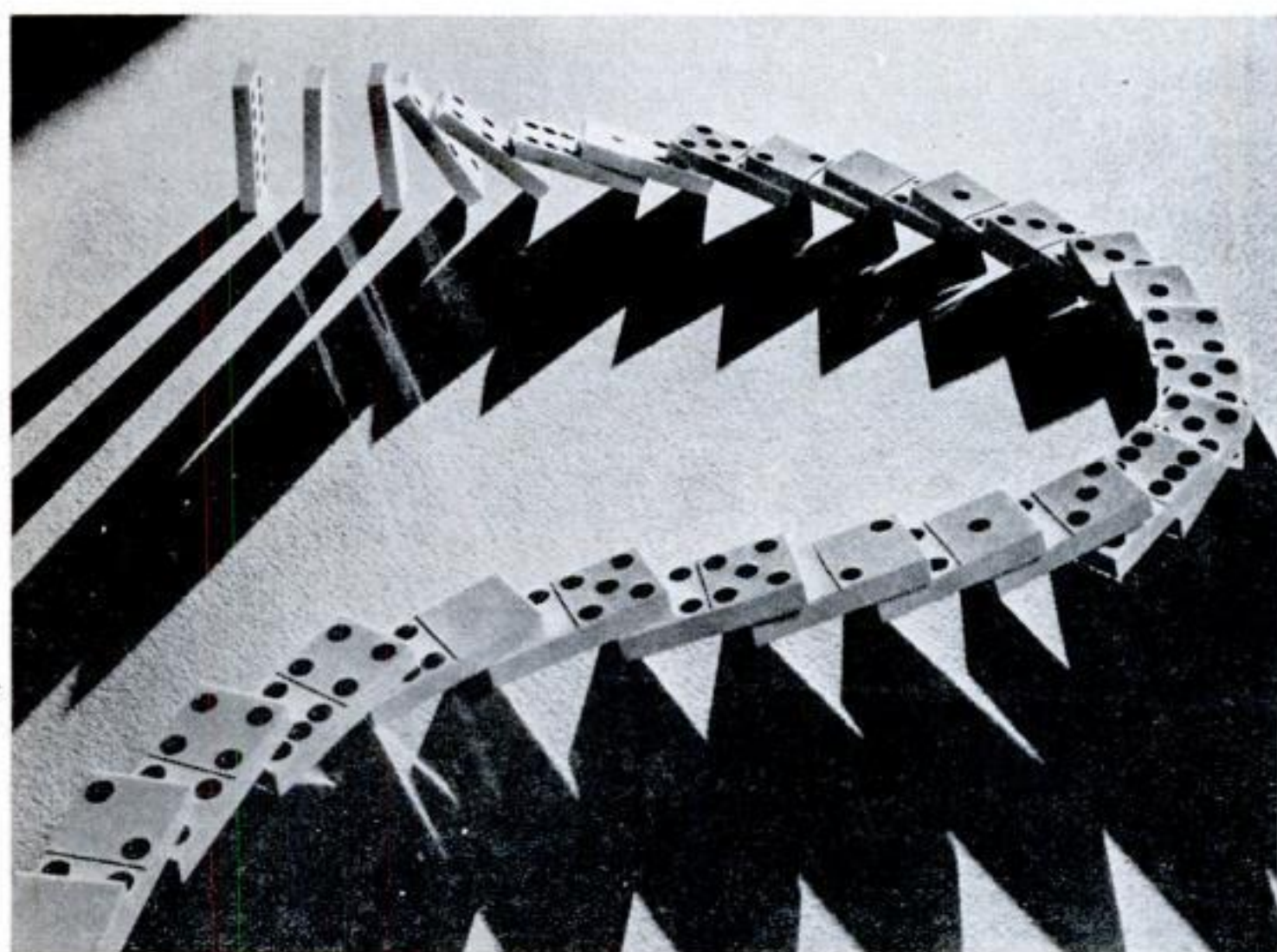
... THESE ARE ADVERTISING PRIZE WINNERS



A street-lighting advertisement by General Electric used this Lejaren à Hiller prize winner. The harassed man is a mayor being offered street-lighting suggestions by ward leaders.



"God Bless Mooseheart" is the caption for this picture, taken by Stephen J. Heiser for the Loyal Order of Moose which used it to call attention to their famed orphans' home.



Fidelity bonds issued by Maryland Casualty Co. were advertised by this George Hukar picture. It illustrated the saying: "Little things set off far-reaching trains of circumstance."



Piston rings are the product advertised by this sentimental shot, taken by Valentino Sarra for the Hastings Manufacturing Co. Its caption reads: "Piston rings wear out too."

As a class, the highest-paid photographers in the country today are those who take pictures to illustrate advertisements. According to the *Directory of the American Photographic Industry* which lists 16,000 professional photographers, there are 455 cameramen who call themselves "illustrative and advertising photographers." These devote most of their time to advertising work. There are also some 3,600 "commercial photographers" who do advertising illustration as part of their job. Advertising photographers get from \$25 to \$500 a single picture. Because their photographs are often printed in dozens of magazines and hundreds of newspapers, their work has far wider circulation than that of any other cameramen. Recently *Printing Art Quarterly*, graphic arts trade paper, gathered together 1,000 advertising photographs, judged them and awarded prizes to 15. On these pages are prize winners and runners-up.

Evaluating the best advertising photographs, the *Quarterly* found that their most common characteristic was naturalness—a tendency to play down dramatic situations, bring a touch of real life to the advertisement. Instead of the posed, excited situations he once preferred, the advertiser-photographer now tries for the informal quality of the snapshot. The prize pictures are fairly obvious, with their emotional content very near the surface. The three examples at the right, in fact, are downright sentimental. Most popular subjects for ad photographs are, in order: pretty girls, children, hands and babies. Baby pictures advertise anything from life insurance to steel. Almost 40% of the pretty girls are nude or semidressed.



Baby food by Libby, McNeill & Libby was advertised by another Sarra prize winner. Sarra waited patiently while his model played, cried, grew sleepy, finally offered this pose.



Her Tiny Foot Exerts 1300 Pounds Of Pressure

A typical example of Goodrich improvement in rubber

SHE may be the daintiest little thing you ever saw, but when she tramps on the brake pedal of her car, pressure as great as 1300 pounds per square inch shoots through Goodrich hose to stop each wheel.

The entire development and practical application of the hydraulic brake depends on such a hose. When this brake was invented, hose then known could not transmit enough brake pedal action to make these new brakes

efficient. There had to be a flexible connection because of the motion of the car, but the best hose then made expanded too much under such pressure, and of course expansion dissipated pressure in the line.

For ten years Goodrich engineers have worked on hydraulic-hose problems with automotive experts. Goodrich hose can now stand 5 times the normal quick emergency stop pressure, 3 times the highest possible pressure that could

be exerted by a circus strong man; it passes long "whipping tests" to prove it can stand the flexing of a moving automobile in use. And the danger of expansion is overcome—present Goodrich hose expands only about half a cubic centimeter per length—hardly more than a large tear drop. Not one brake failure has ever been traced to failure of this Goodrich hose. In fact the hose outlasts the automobile itself.

Next time you step on the brake, remember this Goodrich hose and let it remind you that the skill and experience which made this unusual hose

possible is applied every day to every product Goodrich makes—transmission and conveyor belt, all kinds of hose, and hundreds of others—to make each one longer lived, better suited to its task. Specify Goodrich when you buy rubber, and you will save money. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

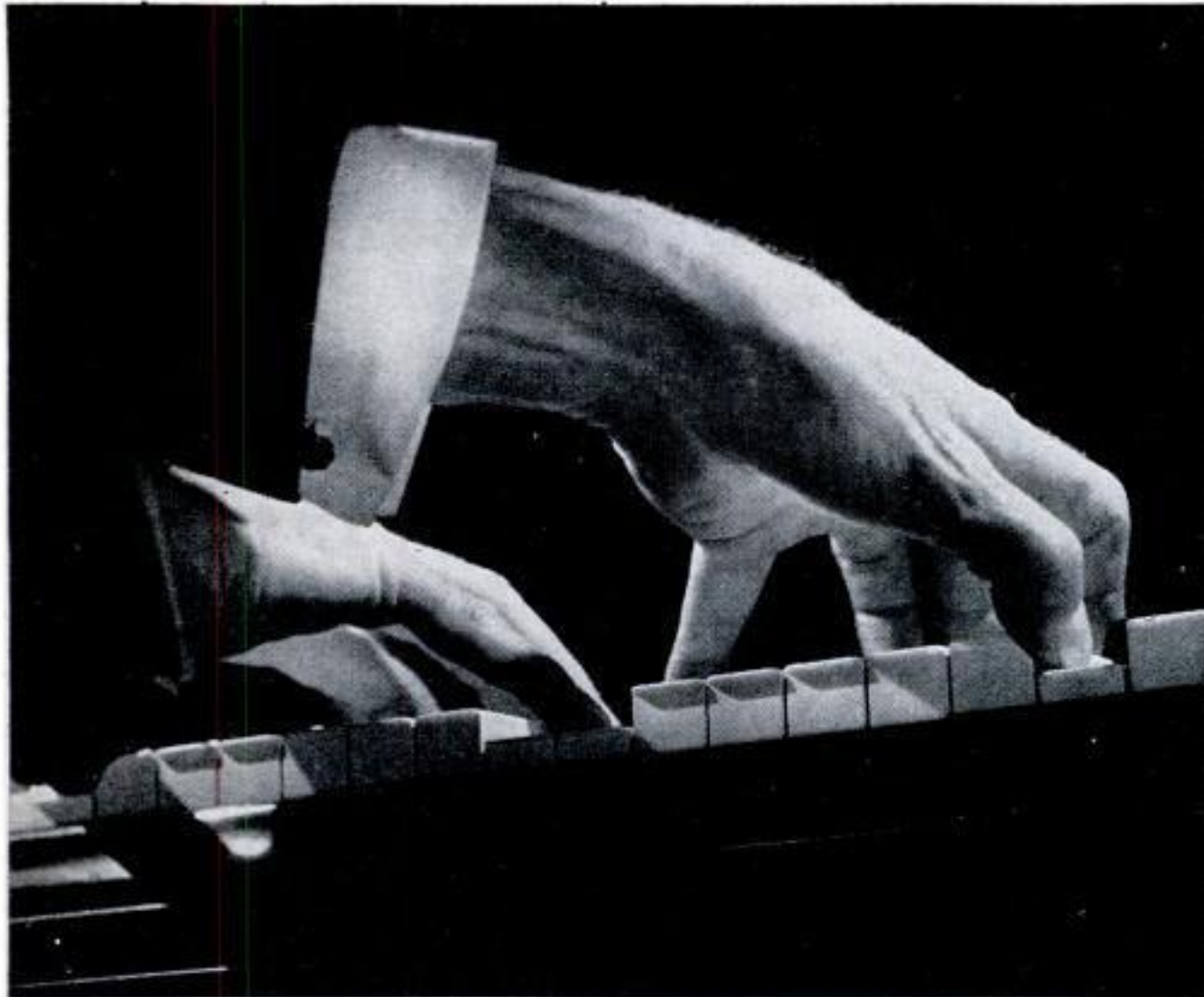
Goodrich
ALL products *problems* IN RUBBER

SPEAKING OF PICTURES

(continued)



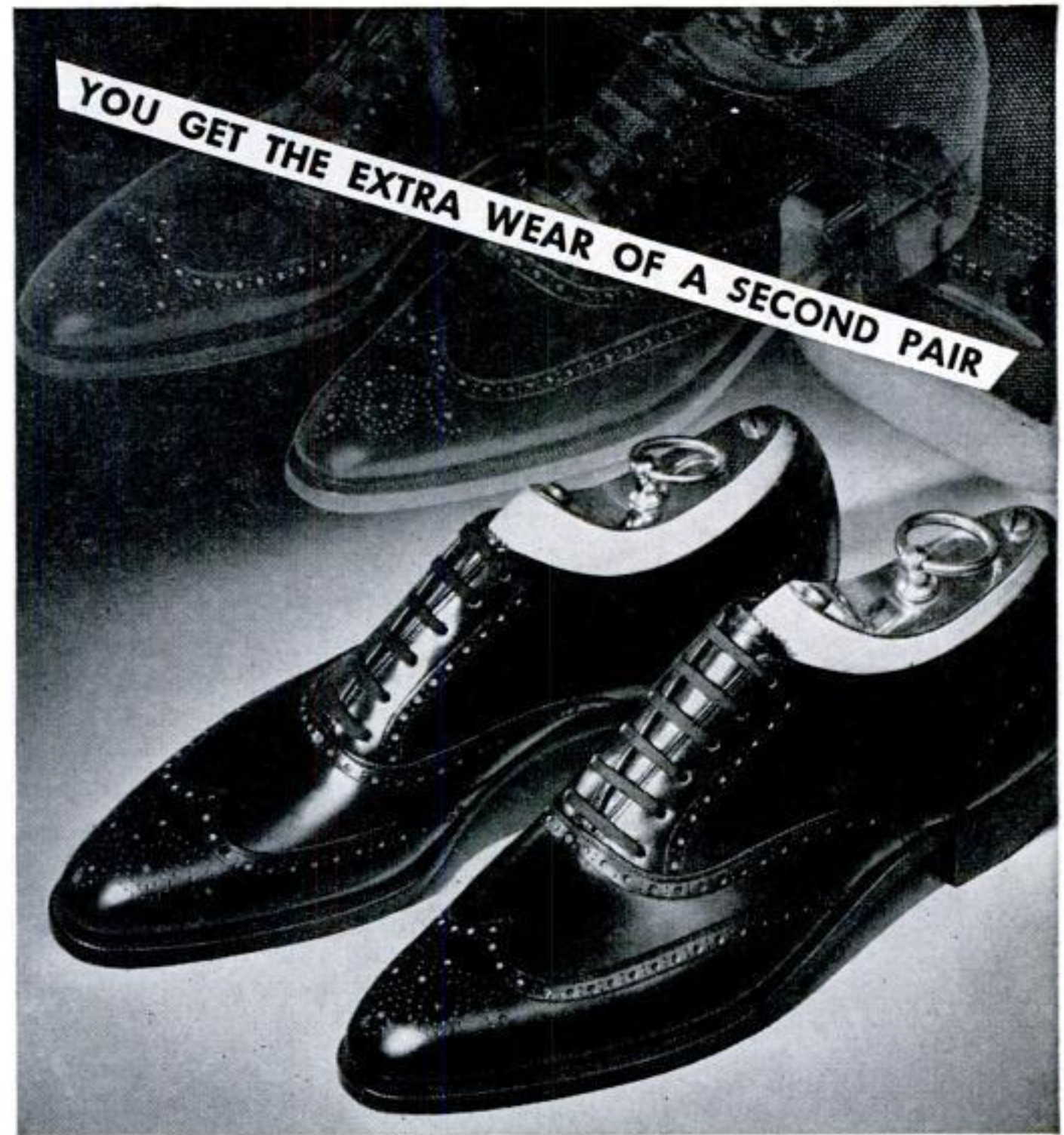
Hands have an eloquence the advertising photographer likes. Hoedt Studios took this for Maryland Casualty Co., which published it in a surety-bond advertisement.



Motor-control devices made by Cutler-Hammer Co. are advertised by the John Paul Pennebaker picture above. Advertising copy stressed the "secret of performance."



Insurance is the subject of the ad which used this Torkel Korling picture. Made for Union Central Life Insurance Co., it won the National Advertising first prize.



When most shoes wear out....

FLORSHEIMS wear on... and on

When the winter of life has come and gone for ordinary shoes, Florsheims still retain the youthfulness of springtime. Florsheims are built to turn the calendar on weeks, months and *seasons* of plus service. That's what is meant by "the extra wear of a second pair." Long past the point where most shoes wear out, Florsheims wear on . . . and on. You, and your shoe dollars, *both* will travel farther in Florsheims . . . the largest-selling fine shoes in the world! *Style illustrated above, The GARFIELD, S-669; a Flarewedge style that cures "running-over."*

MOST STYLES

\$9.50 AND \$10

**THE
FLORSHEIM
SHOE**

The Florsheim Shoe Company • Manufacturers • Chicago

Best summer drink: WATER

Next best: VERMOUTH —IN THESE INTERNATIONAL DRINKS



M. & R. Italy vermouth, seltzer and ice—highball proportions.



M. & R. Italy vermouth, chilled or with ice.



2 jiggers M. & R. Dry vermouth, 1 Creme de Cassis, ice, seltzer to taste.

COOL, MILD, LIGHT DRINKS—THEREFORE IDEAL LUNCHEON DRINKS—

MARTINI & ROSSI



Alco. by vol. 15.95%

Alco. by vol. 18%

SOLE AGENTS FOR U. S. A., W. A. TAYLOR & CO., NEW YORK

LETTERS TO THE EDITORS

How It Was Done

Sirs:

I am curious. How do you do it? Our papers in this part of the country had the story of the tidal wave and volcanoes at Rabaul in July 8 issue. You have not only the story—but the story in pictures in the July 12 issue, which must be printed around the 3rd to reach us when it does.

I wish I knew how you happened to get these pictures through so quickly. Our papers stated the first news of this catastrophe to reach this country was around the 8th, or about five weeks after it happened.

P. A. STONEBACK
Quakertown, Pa.

This is how it was done: The Rabaul catastrophe occurred May 28. The U.S. press generally ignored the event. Meanwhile photographs of the disaster were flown to Australia and on to Hong Kong where they caught the Pan American Clipper across the Pacific to San Francisco and on by another plane to New York. While LIFE was on the presses with the first complete picture story of the Rabaul eruption, the tramp steamer *Golden Bear* arrived in Honolulu from New Britain with a six-weeks-old account of what had happened. Only then did most American papers carry the news of this tragedy which took some 400 lives.—ED.

Michigan's "Civil War"

Sirs:

Congratulations on your excellent pictorial reporting of the Michigan "Civil War" (July 26). From many newspaper reports one would suppose that Michigan citizens are all ready to serve up a Spanish omelet of their own. I love that one about the "deer rifles and shotguns in almost every home."

Of course Michigan has been facing serious crises, but some of us think that our State is doing a pretty good job pioneering in some difficult territory. Reportorial hysteria will aid nothing but newspaper circulation. . .

(The Rev.) H. RALPH HIGGINS
Rector, St. Mark's Church
Grand Rapids, Mich.

Sirs:

LIFE does itself no credit when it tries to belittle a writer such as F. Raymond Daniell by putting an artist, even Thomas Hart Benton, on his tail.

But Mr. Benton, surrounded by pipe, beer mug and moppets, certainly comes up to the Pre-Cambrian Hollywood idea of what a newshound should look like. And when you put him in charge of one of the Home Guards who made sure he saw nothing that wasn't nice, the picture was perfect.

LEONARD ORMEROD
Brooklyn, N.Y.

Sirs:

Benton's drawings in the current issue appear to be rather strained. He seems too anxious to

(continued on page 12)



—unless you think I make sense

By DON HEROLD

I'm frankly going to devote this entire column to trying to get you (if you're a man) to send—experimentally—for a free sample of Mum.

I know you're probably the type who doesn't, as a rule, "send in coupons." And I know that you probably think at the moment that you are not the least bit interested in Mum-for-men.

All right, then, you're exactly the type I'm after.

This idea of men using Mum to stop underarm perspiration odor is—to many men—a bit of a shock. They may have thought Mum was strictly feminine. They may even have thought that Mum was sissy.

But (and this is news) men perspire, too. And a man who perspires and who publicizes it isn't any more of a daisy than an equally careless woman.

So this IS a man's worry, too. It IS some of our business, after all.

One thing men overlook is that a man may bathe scrupulously, yet in half an hour NEED Mum direly. Maybe I mean you.

It isn't as if Mum hurt when applied. Mum is, on the other hand, a pleasant and fragrant cream—inviting and easy to use. Two dabs underarm will stop perspiration odor for a day, without interfering with perspiration itself. Touches to the feet will increase foot comfort and keep hose and shoe linings fresh.

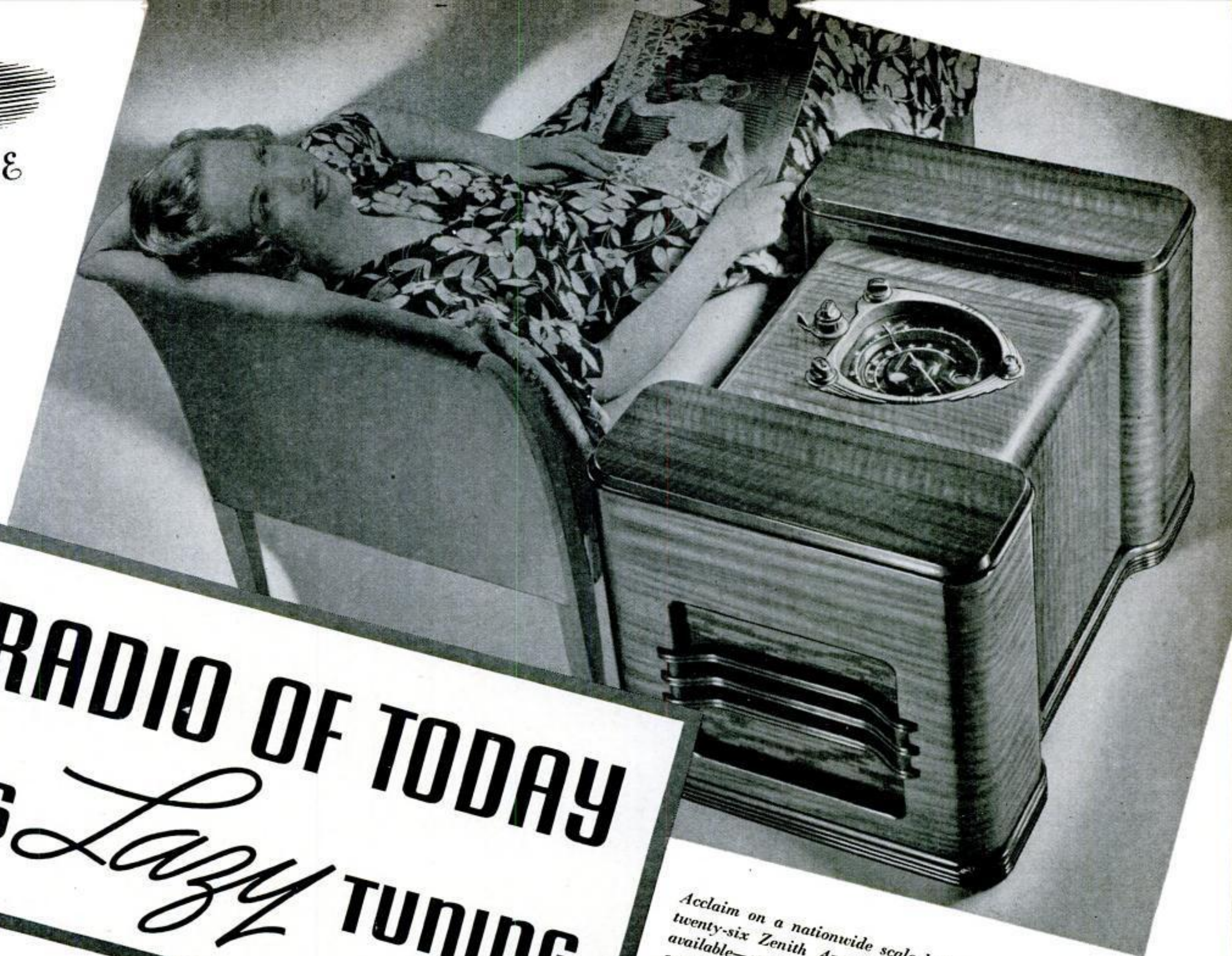
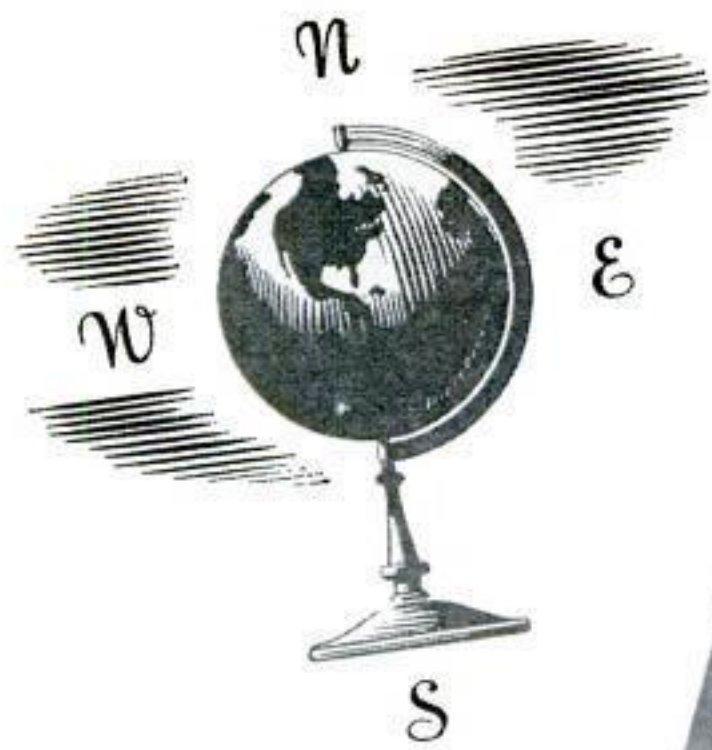


Are you broadminded enough to vary your custom and send just once "for a free sample"? I wonder. Wise men are, after all, open-minded. All right. Send your name on the corner of this page to Bristol-Myers Company, Dept. Q-87, 630-A Fifth Ave., New York City, and give Mum a try and SEE for yourself if it makes SENSE.



**MUM TAKES
THE ODOR OUT OF
PERSPIRATION**





THE RADIO OF TODAY OFFERS *Lazy* TUNING

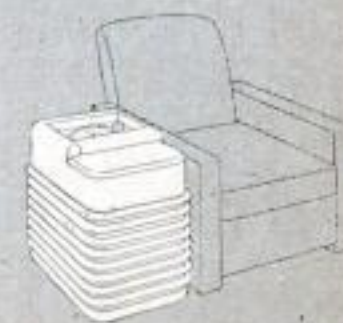
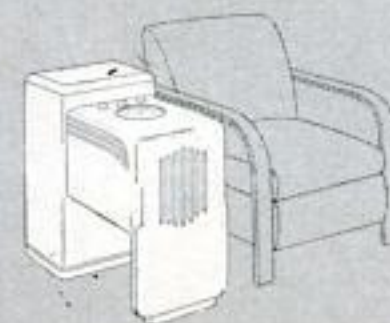
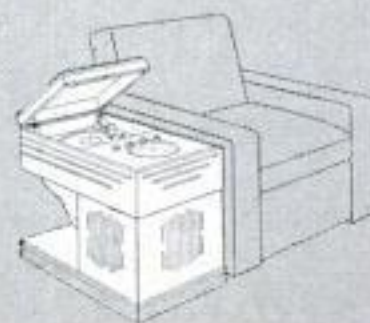
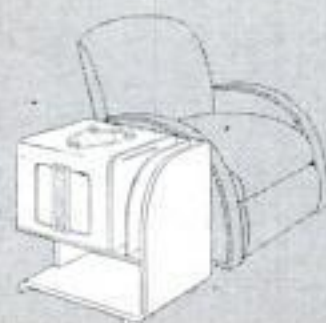
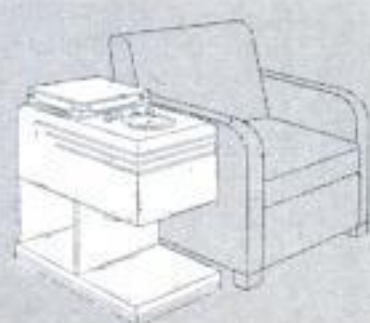
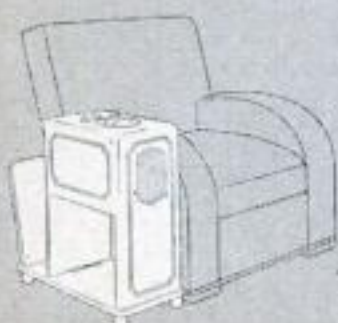
Without even rising from restful armchair or chaise-longue, you now tune in the ends of the earth, your favorite stations near or far ... For here is no scanty handful of stations to be selected by remote control. Here, at your fingertips, are *all* stations your set receives ... Yes, radio finally has become companionable, nestles at your knee—unobtrusive—convenient ... And what decorators hail as a style innovation, your own good taste instantly affirms for sheer practicality: “At last, radio beauty *and* radio convenience! No longer ‘a box against the wall.’”

Acclaim on a nationwide scale has caused the creation of twenty-six Zenith Arm Chair Radios. Three finishes are available—walnut, ebonized and bone white. A phonograph combination and a radio-bar are included ... To insure perfect reception, Zenith short wave receivers with three bands and over are sold with Zenith Antenna ... \$5.00 extra; and, for the same reason, Zenith tubes are used throughout. Prices slightly higher in the West and South.

New
ZENITH
ARM CHAIR RADIO

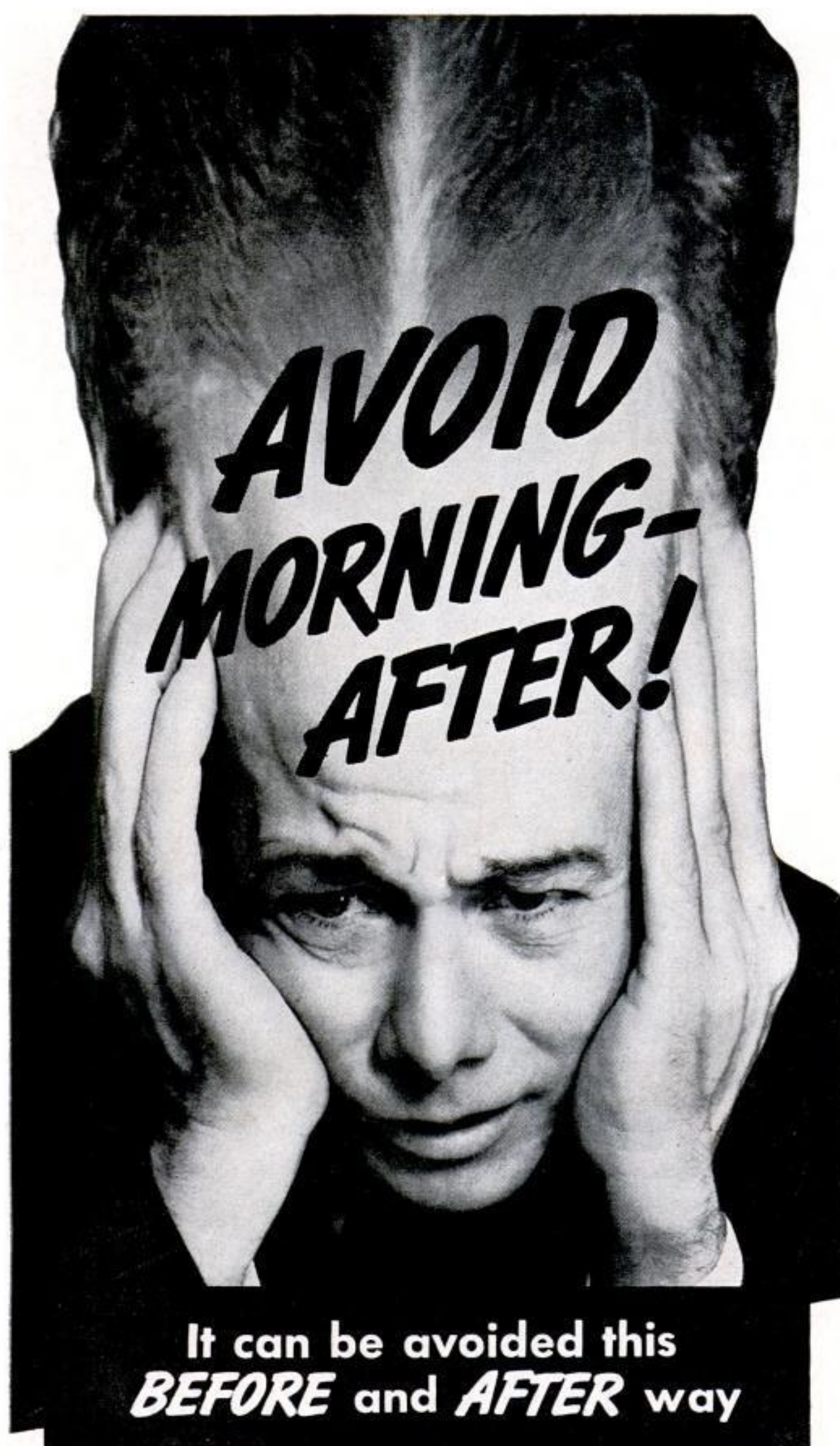
EUROPE, SOUTH AMERICA OR THE ORIENT... **GUARANTEED EVERY DAY OR YOUR MONEY BACK***

*on all short wave Zeniths.



26 ARM CHAIR MODELS TO CHOOSE FROM . . . \$29.95 UP

Copyrighted material



**AVOID
MORNING-
AFTER!**

**It can be avoided this
BEFORE and AFTER way**

**BEFORE YOU
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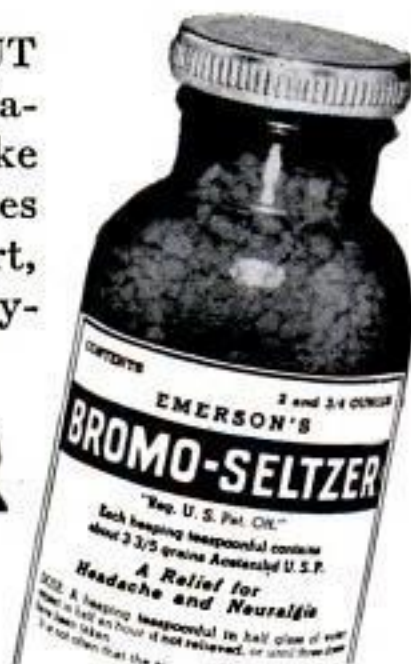
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**LETTERS TO
THE EDITORS**

(continued)

mitigate the seriousness of the events depicted, and in these attempts at levity his previously agile wit dances along on flat feet. Maybe Benton can say something funny about the defenders of Madrid, while he's at it.

Your magazine, however, is to be commended for its notion of employing a major artist to depict a major event, although that artist fell short of his goal.

O. BOTESTACK
Memphis, Tenn.

Sirs:

Benton's drawings and captions in the July 26 issue of LIFE display a shocking lack of understanding and a thorough confusion on the issues of Communism and Fascism. Although these drawings purport to deal with these political issues, as evidenced by the captions, they seem deliberately perpetrated for the purpose of ridiculing American Labor and deriding the dignity of the American Labor movement. In such troubled times as these, when poverty and depression are making themselves everywhere felt, and American Labor is nevertheless struggling loyally and desperately to make the best of the situation, such "gags" can be evaluated only as an insult to the American public.

Moreover, we are surprised to find that Mr. Benton, an artist of wide reputation, should have chosen to submit such superficial and amateurish drawings, so utterly incompatible with the usual high standards of LIFE.

IRVING MARANTZ
NORMAN LEWIS
YANKEL KUFELD
WILLIAM GOUGH
JAN BOLLS
(Artists)

New York, N.Y.

Soaring Contest

Sirs:

In two issues of your magazine following the Eighth Annual National Soaring Contest held June 28 to July 10, in Elmira, New York, you have failed to print any pictures of that event. At this late date, I can only conclude you have none to print. Permit me to suggest you have overlooked a fine source of photographic material which would have proved interesting to all your readers.

H. R. CLARKE
Elmira, New York

Reader Clarke is wrong on two counts: 1) LIFE had complete coverage on the Soaring Contest; 2) the affair failed to prove a fine source of interesting pictures.—ED.

Washington Guide

Sirs:

In your June 14 issue of LIFE you ran an excellent photographic view of Washington, D.C., which served a rather unexpected purpose for me.

I took the magazine along with me on my vacation and used it as a guide in helping me find all the important buildings and streets of that great city.

This should be good proof of the splendid things your magazine is accomplishing.

AGNES J. KOZUBA
Cleveland, Ohio

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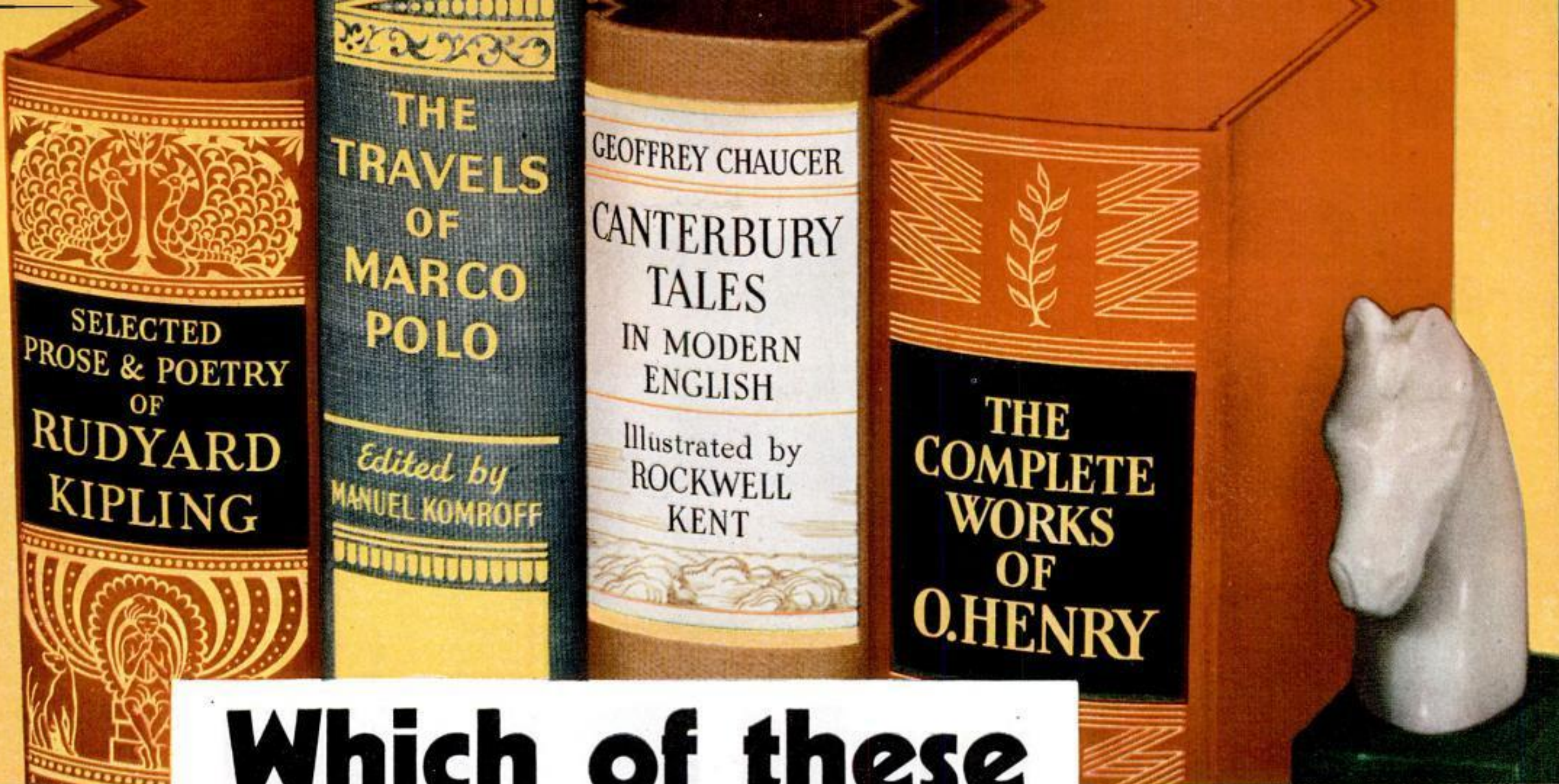
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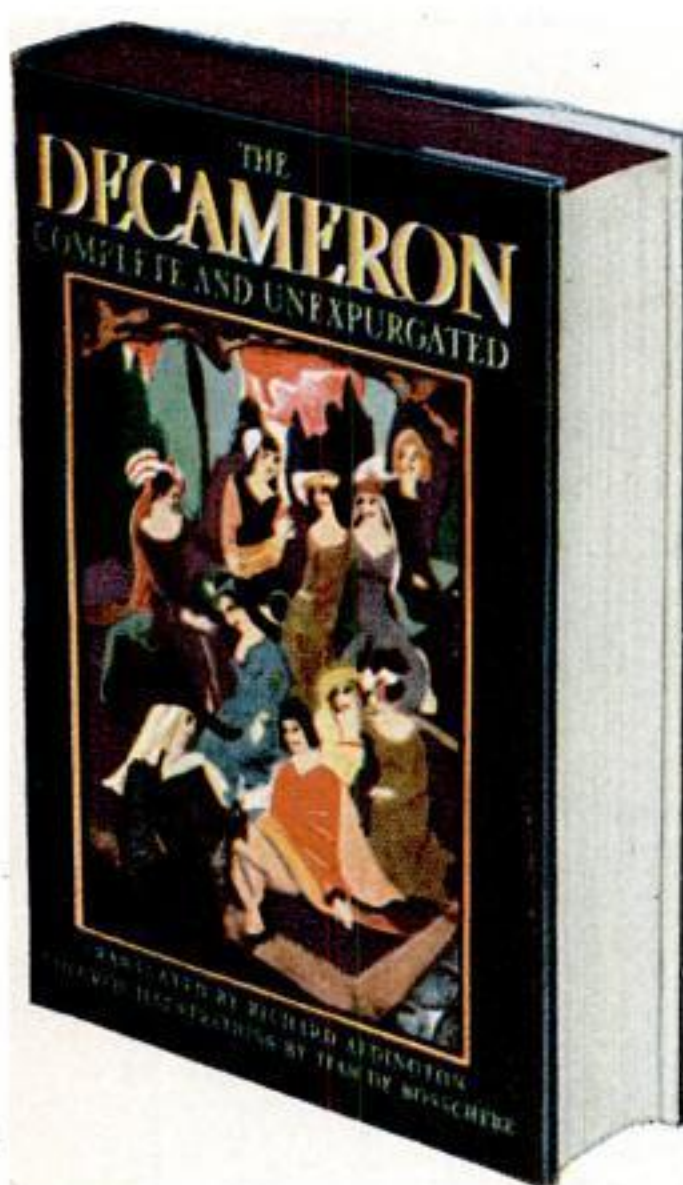


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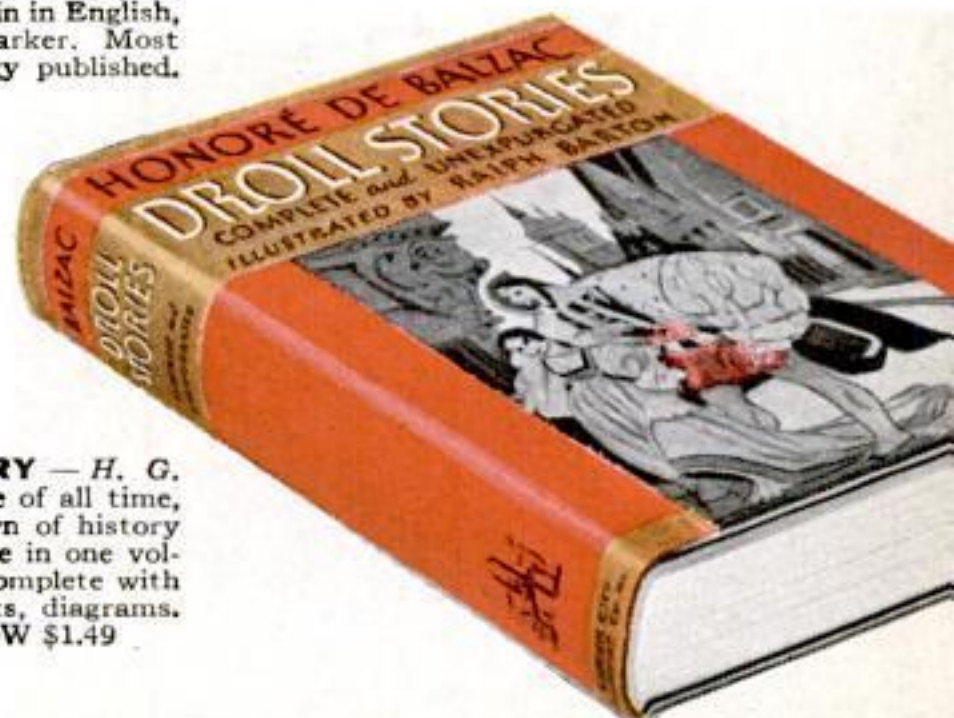
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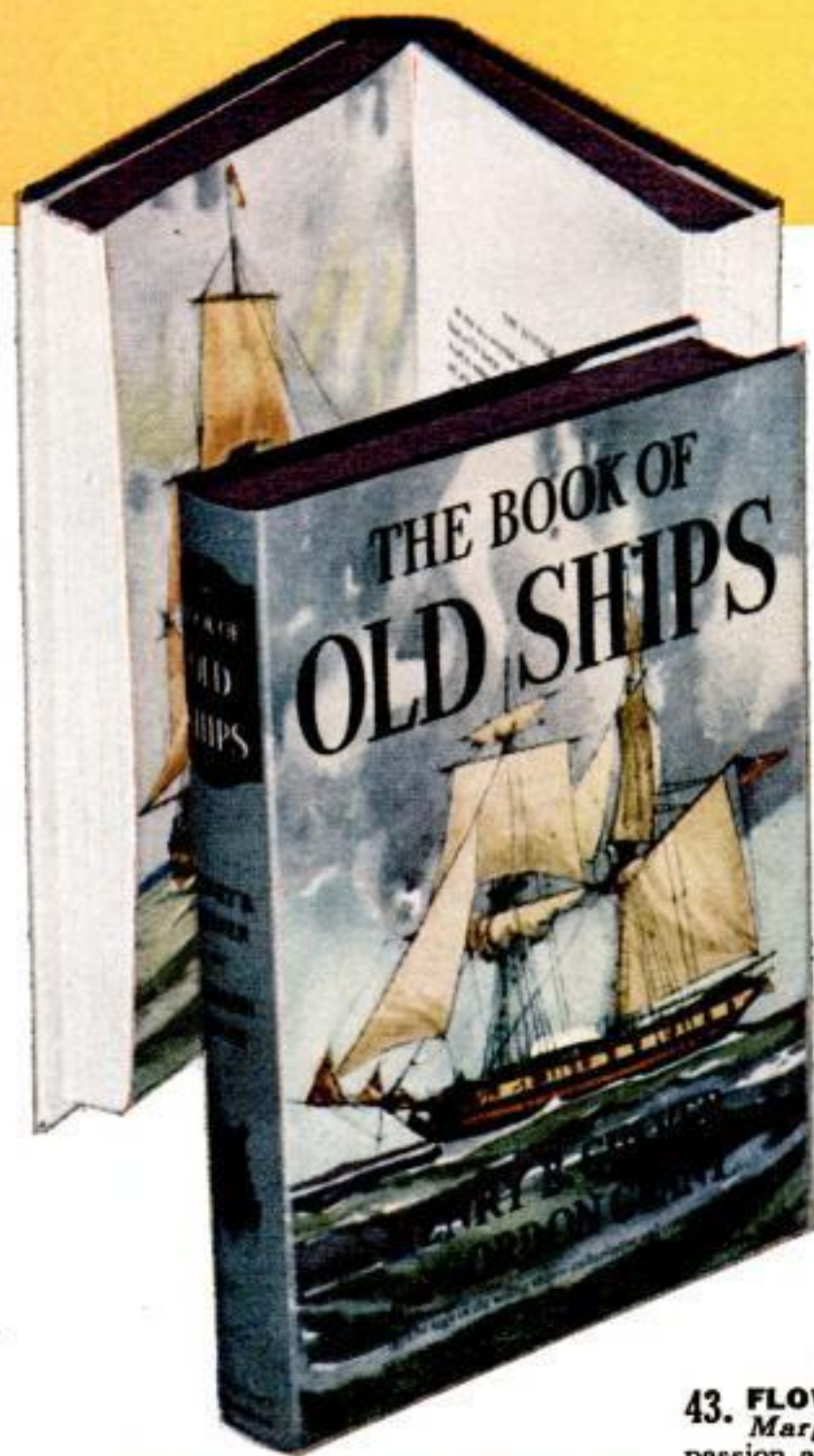


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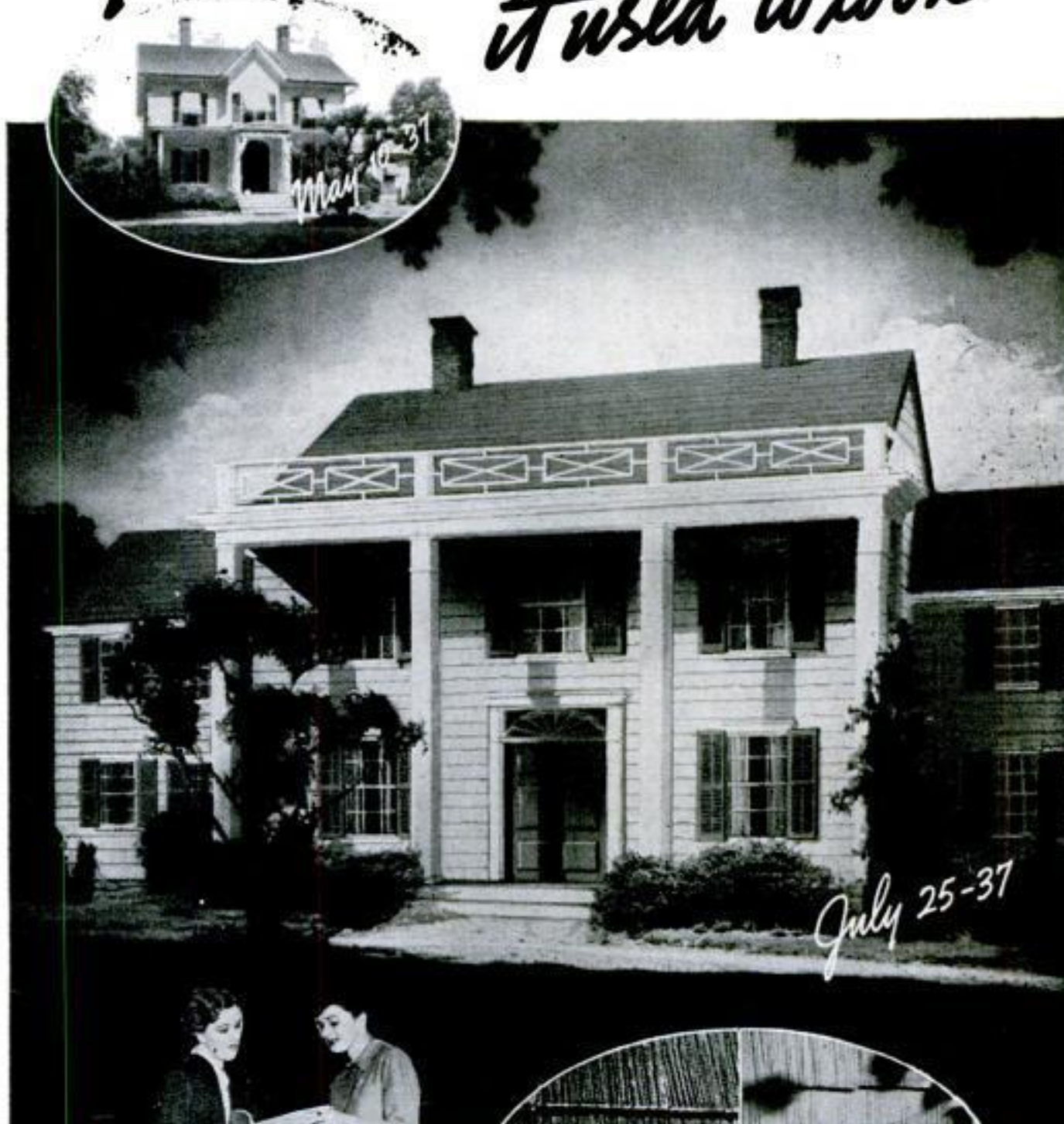
ADDRESS _____

CITY _____ STATE _____

OLD ADDRESS ADDRESS _____

CITY _____ STATE _____

"You remember how it used to look"



"And believe it or not, that 'NEW' house of ours came out of a FREE book"



COMFORTABLE the year round now! J-M Home Insulation helps prevent drafts, cuts winter fuel bills up to 30%; reduces summer temperatures up to 15° in hottest weather. In Ful-Thik "batts" for new houses—or blown into walls and attics of existing homes.



FOR THEIR "new" bath, Ivory Color Panels of J-M Asbestos Wainscoting; also available in attractive colors and designs and replicas of marble. Applied over old walls; quite inexpensive.



SEND FOR

JOHNS-MANVILLE
BUILDING MATERIALS

Johns-Manville, Dept. L-8-16
22 E. 40th St., N.Y.C.

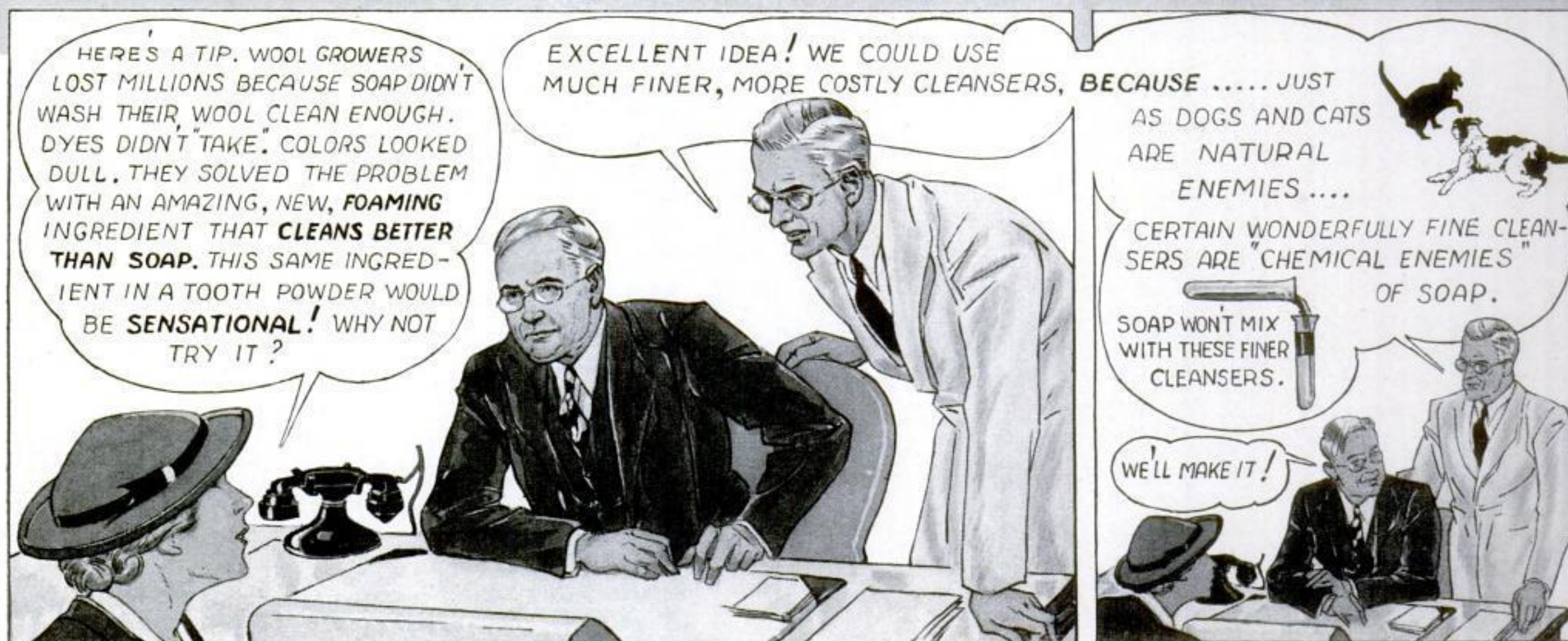
Send me the new 1937 "101 Book," FREE. I am especially interested in Home Insulation ☐ Insulating Boards for extra rooms ☐ An Asbestos Shingle roof ☐ Cedargrain Asbestos Siding Shingles ☐ I am planning to remodel ☐ I am planning to build ☐.

Name _____

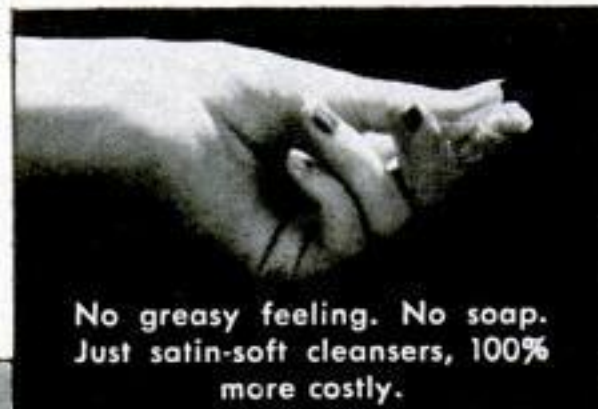
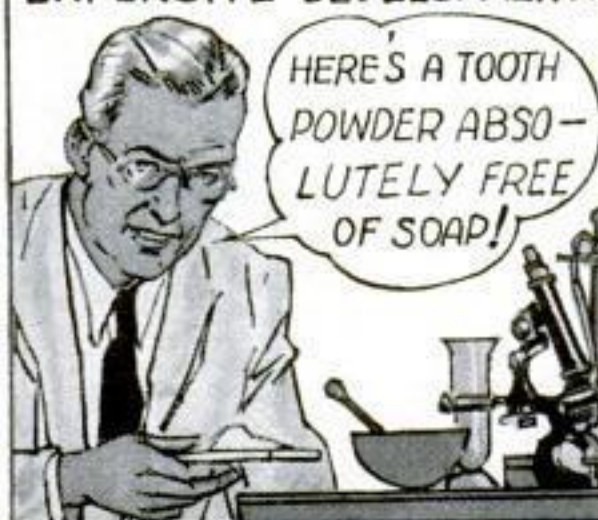
Address _____

A WOMAN TIPPED US OFF

And the wool growers' secret of soapless washing made possible the first real tooth powder development in a century . . .



AFTER MONTHS OF EXPENSIVE DEVELOPMENT.

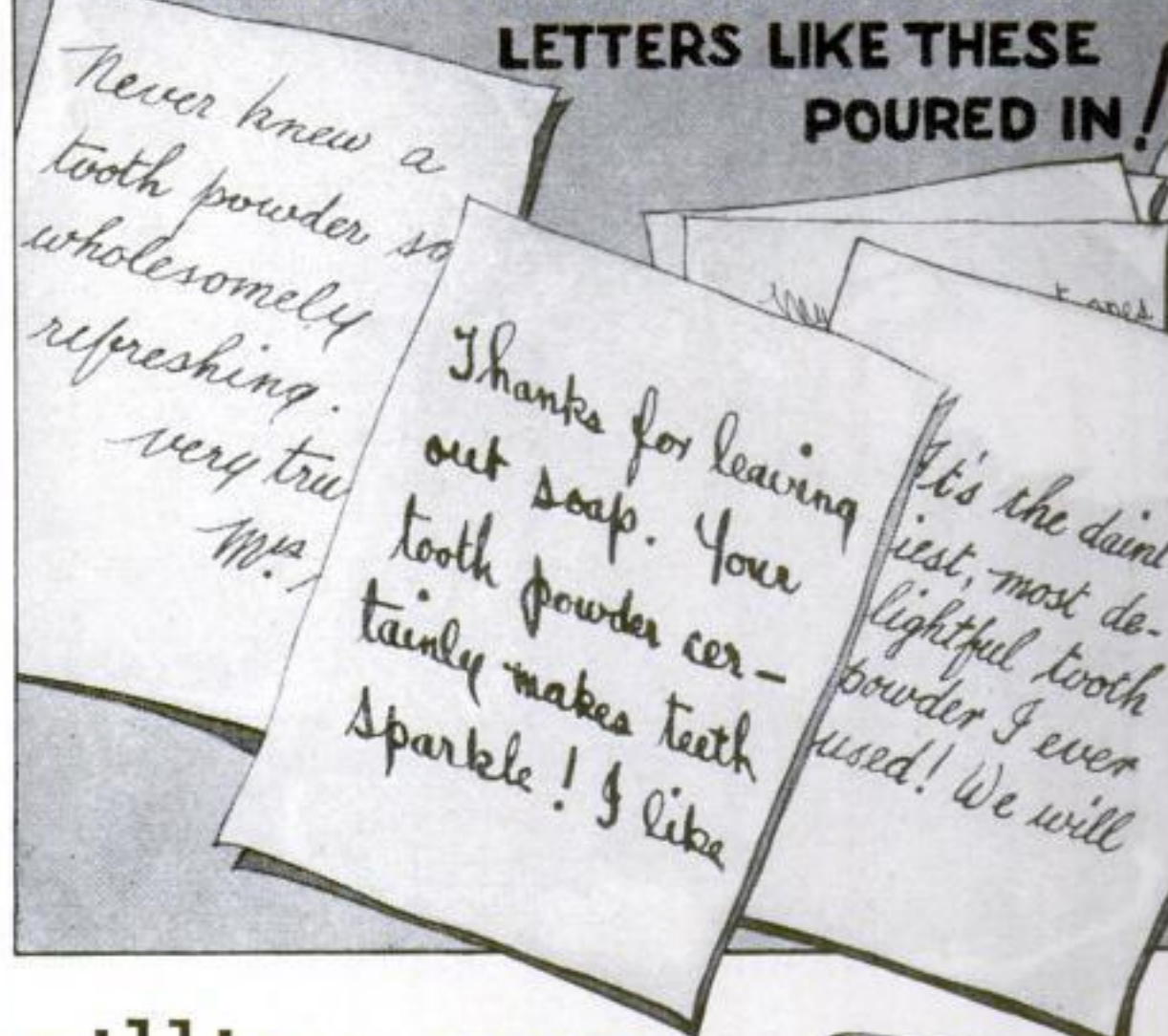


WE LET WOMEN DECIDE!

LADIES, A NEW KIND OF TOOTH POWDER. I CAN'T TELL YOU THE MAKER'S NAME. PLEASE TRY IT. AND AFTER A MONTH, TELL US WHAT YOU THINK OF IT.



BEFORE THE MONTH WAS OVER LETTERS LIKE THESE POURED IN!



I DIDN'T DREAM A POWDER COULD BE SO DELIGHTFUL AS SOAPLESS LISTERINE TOOTH POWDER



Try this thrilling new soapless powder

When are you going to try Listerine Tooth Powder—the thrilling dentifrice made positively without a trace of soap? Lay aside the tooth powder you are now using and try this utterly different new Listerine Tooth Powder.

Omitting soap from it, permitted the use of satin-soft cleansers; flaky, lustre-giving polishes costing 100% more. It rivals soap itself in foaming quality.

Until you try Listerine Tooth Powder, you simply can't imagine what a treat this powder is to brighten teeth, how marvelously it cleans. To many, old-fashioned powders seem lazy and inadequate after using Listerine Tooth Powder.

Ask your druggist now, or write us for generous FREE sample. Address Dept. L-2, Lambert Pharmacal Co., St. Louis, Mo.





MEI-LING ("BEAUTIFUL MOOD") HELPS HER HUSBAND RULE CHINA

The alert woman (*above*) against the painted screen is probably the most powerful woman in the world. The diamond and platinum ring on her left hand means that she is the wife of China's Premier and Generalissimo Chiang Kai-shek. She belongs to the great Soong family and her name is Mei-ling, meaning "beautiful mood." Probably she alone knows whether Chiang will throw China's 420,000,000 people into war against Japan's 98,000,000. On Aug. 1, Mme. Chiang called on the women of China to "fight Japan according to your ability. Our final victory will erase forever the days of humiliation which have crowded our calendar and remove the sorrow which has rent our hearts and bowed our heads." This by no means meant that the Chiangs had decided to fight.

Mme. Chiang's husband has 950,000 troops under his direct command. For the first time the Generalissimo was sending Class B divisions of the 950,000 north in the direction of Japanese forces and backing them up with his precious Class A divisions. On Aug. 2, Madame Chiang flew with her husband from his capital at Nanking to Kuling. There he told a conference of

Chinese leaders that he had a plan for fighting Japan "when the time comes to show our hand." But what his army was doing was cloaked in secrecy by China's censor who is Madame Chiang. (She shrewdly gave foreign correspondents a free hand in sending political news out of her country.) Back in Nanking, Chiang and his wife resumed their day-and-night conferences with Government and Army leaders. Madame Chiang is not only China's censor but also secretary-general of its air force, chief of the women's division of the semi-religious New Life Movement of China and a leader in the Red Cross. Every night during this crisis the Methodist Chiangs read their Bible and prayed to their Christian God.

On Aug. 5, Mme. Chiang's brother-in-law, H. H. Kung, who is China's Minister of Finance, negotiated a \$100,000,000 loan in London. And as part of its drive to stamp out Nationalism in North China the Japanese Army on Aug. 4 ordered all pictures burned not only of Mme. Chiang and her husband but also of her other brother-in-law, the late Sun Yat-sen, Founder of the Chinese Republic. For the American education of this remarkable Chinese woman, turn the page.

America educated Mei-ling for great career as wife of China's Generalissimo Chiang

The pictures on these two pages show the astonishing progress of Mei-ling, born Soong, from an adolescent in America to the wife of China's headman. Born in Shanghai on March 25, 1898, she was sent by her family at the age of ten to Wesleyan College for Women in Macon, Ga. with her two elder sisters. There she was privately tutored for four years. In 1913, she switched to Wellesley in Massachusetts to be near her brother T. V. Soong at Harvard. Her Yankee classmates were thoroughly charmed by her Georgia accent, beautiful complexion, dimples and graceful liveliness. While she was a junior there, her sister Ching-ling made world news by marrying "China's George Washington," Sun Yat-sen. On her return to China after her graduation in 1917, Mei-ling came again under her mother's strict Methodism. In 1927, she defied that dynastic matriarch to make world news herself by marrying Chiang Kai-shek who had two Buddhist wives, three sons, spoke no English but was China's headman. Her motto: "If planning for one year, sow grain; for two years, plant trees; for a hundred years, grow men." She is childless.



1 In 1913, at 15, Mei-ling was a pet prodigy at Methodist Wesleyan College for Women in Macon, Ga. where

she was more popular than her two sisters. Above a fellow-sophomore holds her hand. That year she left for Wellesley.



2 In 1917, at 19, a senior at Wellesley, Mei-ling posed (under arrow) with sorority sisters of Tau Zeta Epsilon.

Most of the other girls are now New England housewives. At college Mei-ling took no part in athletics or other

extracurricular activities but excelled in the classroom, winning two top scholarships with her excellent marks.

3 In 1925, back in Shanghai, she poses this leaf-design robe against bark.



4 In 1926, Mei-ling was courted by a crude, brash warlord named Chiang Kai-shek. Here they are together in the Shanghai home of her rich brother-in-law, H. H. Kung.



5 On Nov. 1, 1927, Mei-ling married Chiang, at the Hotel Majestic in Shanghai.





6 In 1928, Mme Chiang walks with her husband's men of action, then busy defeating independent war lords. Year before Chiang had marched north and captured Nanking.



7 First evidence of Chiang's Christianity was his wife's New Life Movement, boosting Christian virtues in Chinese terms. The Chiangs are shown above starting it in 1934.



9 Last fall a matured, gentle Chiang sat with his wife on the steps of their Kuling mountain home.

On Oct. 31, she cut his 50th birthday cake (right) with a sword, as China bought him 50 new war planes.



8 In 1935, the Chiangs had a fairly united China. Chiang then made himself Premier and went driving with Madame Chiang.



CONTINUED ON NEXT PAGE



CHINA'S GEORGE AND MARTHA WASHINGTON And Revolution Officers, 1923

The South China family of Soong has been fabulously successful at picking winners in modern China. Twelve years before Sister "Beautiful Mood" married Chiang Kai-shek, Sister "Happy Mood" (Ching-ling) married the man whose memory all modern China now worships—Sun Yat-sen, founder of the Chinese Republic (*above*). She lived with him for two years after her graduation in 1913 from Wesleyan College in Macon, Ga. until he divorced

his first wife—a great Chinese scandal. She followed him in and out of exile until his death in 1925, wrote out his semisacred Last Will and Testament in her own hand. Because Brother-in-law Chiang Kai-shek repudiated Sun's Communist Russia connections, she now sulks in a heavily guarded house in Shanghai, convinced that modern China has betrayed her late husband. Chiang's truce with the Chinese Communists has slightly reconciled her.

THE FAMILY TREE OF CHINA'S RULING HOUSE OF SOONG



GRANDSON DAVID KUNG, NOW 25, IS MANAGER OF CHINA'S CENTRAL BANK



STEPGRANDDAUGHTER SALLY SUN IS A UNIVERSITY OF HAWAII STUDENT

Modern China is effectually in the strong-box of the Chinese family shown on this page. Its real founder was the woman at the bottom of this page, who in 1886 married a self-made teacher-trader named Charlie Jones Soong who like herself had adopted the religion and ways of the West. This man's Christian children, who do not know who their grandfather was, now rule China. They are shown in the row just above Madame Soong. The eldest married Family—H. H. Kung, 75th lineal descendant of Confucius, whose provable pedigree is by far the world's longest and most aristocratic. The second married a Crusade—the late great Sun Yat-sen, an idealist who liberated 420,000,-

000 people from the Manchu monarchy. The third married Power—China's Generalissimo Chiang Kai-shek. Matriarch Soong's eldest son, T. V., has grown to mean Money in China. He wangled the cash for Chiang's conquests until last year when he resigned as Minister of Finance and handed the job to his other brother-in-law, Kung. Madame Soong's two youngest sons are T. L., manager of the China Development Finance Corporation, and T. A., head of China's Salt monopoly, not shown below. Both these latter are bachelors. The third Soong generation is headed by the Kungs' eldest son, David. Sisters Madame Sun Yat-sen and Madame Chiang Kai-shek are both childless.



SON-IN-LAW H. H. KUNG IS CONFUCIUS' HEIR AND MINISTER OF FINANCE



SON-IN-LAW SUN YAT-SEN IS WORSHIPED AS THE REPUBLIC'S FOUNDER



DAUGHTER-IN-LAW MADAME T. V. SOONG WAS A MISSION-SCHOOL BELLE



SON-IN-LAW CHIANG KAI-SHEK IS THE CHINESE REPUBLIC'S ROOSEVELT



DAUGHTER AI-LING ("LOVING MOOD") MARRIED RICH ARISTOCRAT H. H. KUNG



DAUGHTER CHING-LING ("HAPPY MOOD") MARRIED THE GREAT SUN YAT-SEN



SON T. V. SOONG IS CHINA'S FINANCIAL WIZARD, NOW OUT OF OFFICE



DAUGHTER MEI-LING ("BEAUTIFUL MOOD") MARRIED CHIANG KAI-SHEK



SON T. L. SOONG IS MANAGER OF CHINA DEVELOPMENT FINANCE CORP.



This matriarch founded a dynasty on three smart daughters and a son

China's great family of Soong stems from the resolute woman at right whose features may be seen again in the faces of her potent sons and daughters in the row just above. A dominating mother and strict Methodist, she was known until her death in 1931 as "The Mother-in-Law of the Chinese Revolution." She was born Ni in Kiangsu province in Southern China, early turned Methodist and mar-

ried another Methodist Chinese named Charlie Jones Soon. A foundling, he had shipped to the U. S. in 1879 on a clipper, took its captain's name, wangled himself through Trinity (now Duke) and Vanderbilt Universities and returned to Shanghai to sell Western goods and ideas to his countrymen. There he fell in with Sun Yat-sen, soon to become the founder of the Chinese Republic, and thereafter hitched his family's wagon to Sun's star. Presently he began spelling his name Soong with the same Chinese character used by China's 10th Century imperial Sung dynasty and began marrying his daughters off to China's new great.

LIFE ON THE AMERICAN NEWSFRONT: TEXAS MANHUNTERS CATCH A KILLER



1 As diagrammed by the *Houston Press*, this spot photograph shows how killer approached Stiff's car near the

wholesale house and, after shooting him, ran back to the car where his companion was waiting to drive off in a speedy getaway.

On the morning of July 30, two women in a Ford coupé pulled up near a wholesale grocery house on Houston, Texas's Commerce Avenue. One of the men got out, walked over to another car in which J. C. Stiff, café operator who had just finished his daily purchase at the grocery, was sitting. Whipping out a revolver, he shot Stiff dead, ran to his waiting car and sped away.

Out went the alarm for a big-time Texas manhunt. Police and citizens grabbed guns and sticks, telephoned for bloodhounds, swarmed to the chase by horse, automobile and foot. Instead of guns, two *Houston Press* photographers named Francis Miller and Clyde Waddell seized their cameras, followed along to get the notable series of pictures shown on these pages. Blocking the Galena Park road out which the criminals were fleeing, the posse forced them to take to cover in the brush. A torn piece of the killer's shirt helped bloodhounds pick up his trail. After an all-day chase the killer was run to earth, shot dead as he tried to climb a fence. Four days later his companion, asleep in a shack miles away, was taken alive.



2 Posse cars block the dead-end road which the killer and his companion have taken, forcing them to turn off.



3 The posse find the killer's car abandoned in the brush off Galena Park road, eagerly fan out on his fresh trail.



4 First clue is a piece of shirt on a barbed-wire fence. Witnesses say it is the color of the killer's shirt.



5 Bloodhounds summoned from the nearest prison farm lope baying through brush and woods, yap their delight when they come to an open road, sniff the killer's warm scent.



6 Closest on the killer's heels are Houston Policeman H. H. Thornton (left) and a deputy sheriff. Guns drawn, they stalk cautiously behind the baying bloodhounds.



7 Flushed by the dogs, the quarry suddenly bursts out of the woods, races across an open road in full view of possemen and a *Press* photographer. Clutching a revolver

in his right hand, the killer attempts to clamber over a wire fence on the opposite side, but he has reached the end of his trail. Policeman Thornton drops him beside the fence.



8 Possemen stack their guns against the fence as the killer gasps out his life. Officer Thornton (right) steadies his nerves with a cigarette as he waits for an inquest.



9 Disarmed, Officer Thornton trudges solemnly back to Houston to face the formality of a charge of technical homicide, while other hunters pursue the killer's companion.

LIFE ON THE AMERICAN NEWSFRONT: NEW YORK'S CHINATOWN WEIGHS CHINA'S WAR CHANCES



Poy T. Yee, Manager of the Chinese Temple, was one of five New York Chinese interviewed by the *Daily News* Aug. 6, as to whether China could ever repel Japan. Yee's answer: "Not unless we unite".



Quon Lee, clerk, was the most optimistic. "We have 470,000,000 people. The Japanese have only 80,000,000. We proved at Shanghai (in 1932) that we can fight as well if not better than the Japanese."



Thomas A. Kim, Mott Street insurance agent, told the *Daily News* "Inquiring Photographer," "We needed two more years of preparation. China may repel the Japanese but it will be a long war."



Kang Chu, druggist, said "Our strongest weapon is education of the young in the Republic of China. Even the smallest boy wants to fight Japan. Watch this new generation when it becomes of age!"



Thomas Chu, checker, said: "There are too many powerful factions, each loath to submit to the authority of a central body. They must unite to save themselves. But I think if they do they will win."

MICHIGAN PRODUCES THE PRODIGY OF THE WEEK

Little Monroe, where citizens battled steel strikers last June in Michigan's first serious vigilante action of the year, now adds to its reputation by reporting the existence of a prodigious resident named Roxanne Herrick (*below*). Aged 3, Roxanne took a Binet-Simon intelligence test, demonstrated an I.Q. of 189—54 points above the "genius" line. Roxanne's schoolteacher says she has the vocabulary of an intelligent 8-year-old. She can play the piano, distinguish colors, spell her name in blocks, name and locate important mountains and rivers.



BROOKLYN PRODUCES WEEK'S STRIKE PICTURE

Though the great labor commotions in the automobile and steel industries have subsided, restless workers throughout the land continue to make 1937 an historic Strike Year. Strike picture of the week comes from Brooklyn, where a shipyard walkout called by C.I.O.'s Industrial Union of Marine and Shipyard Workers, involving 12,000 men, has dragged on since mid-June. This shows a picket named Charles Scholl being arrested Aug. 5 for rock throwing. New York police heads are determined to have no repetition of Chicago's Memorial Day massacre.

LIFE ON THE AMERICAN NEWSFRONT: NEW YORK'S TAMMANY HALL GETS A NEW BOSS



CHRISTOPHER D. SULLIVAN

On Aug. 2, exactly one week after the death of their Leader James J. Dooling, the executive committee of New York's Tammany Hall elected as his successor U. S. Representative Christopher D. ("Christy") Sullivan. No kin to Tammany's notorious Timothy D. ("Big Tim") Sullivan, the new Boss was born in Manhattan's Lower East Side July 14, 1870. In 1909, he succeeded his brother Florence J. ("Big Florrie") as leader of the downtown assembly district which includes the Bowery. Serving in the New York State Senate from 1906 to 1916, he then stepped up to Congress where he has distinguished himself chiefly by the fact that he is consistently absent not only from the floor of the House but from Washington. A quiet, mild, modest man fond of horse racing and good food, Boss Sullivan is not in the forceful Tammany tradition of Tweed, Croker, Murphy and Curry. Real power behind him is reputed to

be a shadowy county clerk named Albert Marinelli, co-leader of his district.

Boss Sullivan takes the helm of a badly listing ship. Routed by Fusionist Mayor Fiorello LaGuardia and at odds with the New Deal, Tammany has been starved of both local and Federal patronage for four years. But the greatest foe of Tammany, which is the Democratic organization only of the borough of Manhattan, is a population drift which has now carried 75% of the city's voters into New York City's four other boroughs (Brooklyn, Queens, The Bronx and Richmond). As the Tammany candidate for mayor, Boss Sullivan inherited Senator Royal S. Copeland. The New Deal leaders of the other four boroughs have a candidate of their own to run in the Democratic primaries next month. This Party split bodes well for Mayor LaGuardia's re-election in November, points toward the final submergence of Tammany as New York's dominant political machine.

The President's Album

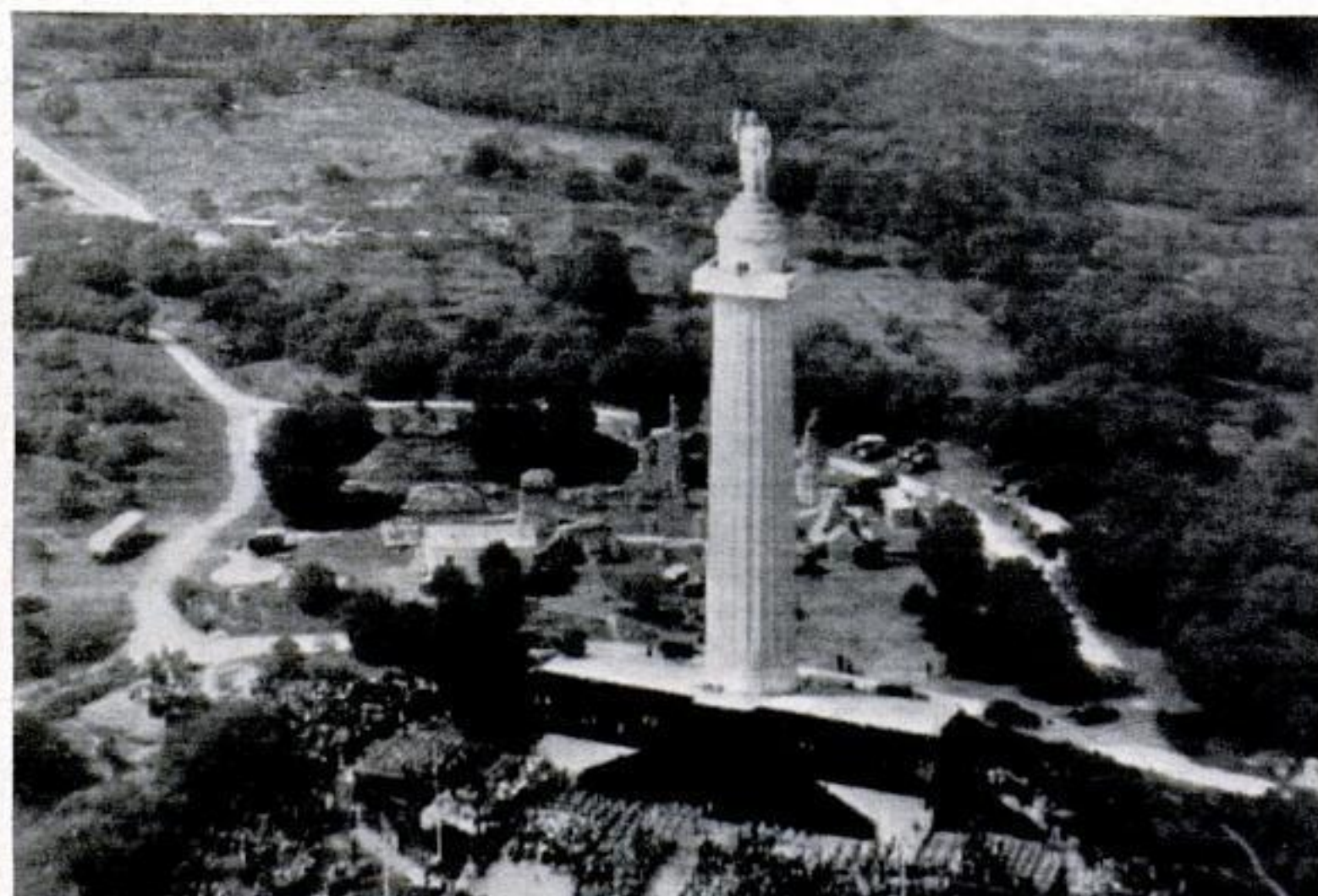
On Aug. 1, on his yacht *Potomac* anchored at Quantico, Va., President Roosevelt participated by radio in the ceremonies dedicating a memorial to U. S. War dead at Montfaucon, France. That afternoon, while his mother and two of his sons pursued their travels in Europe, the President returned to Washington and his battle to restore the prestige lost by his Court defeat, drive the rest of his program through a weary Congress. As Washington churned with speculation about whom he would appoint, and when, to the current Supreme Court vacancy, the President calmly motored out Aug. 4 to inspect possible sites for a new Naval Hospital.

"TAKE A LETTER"

Page 26



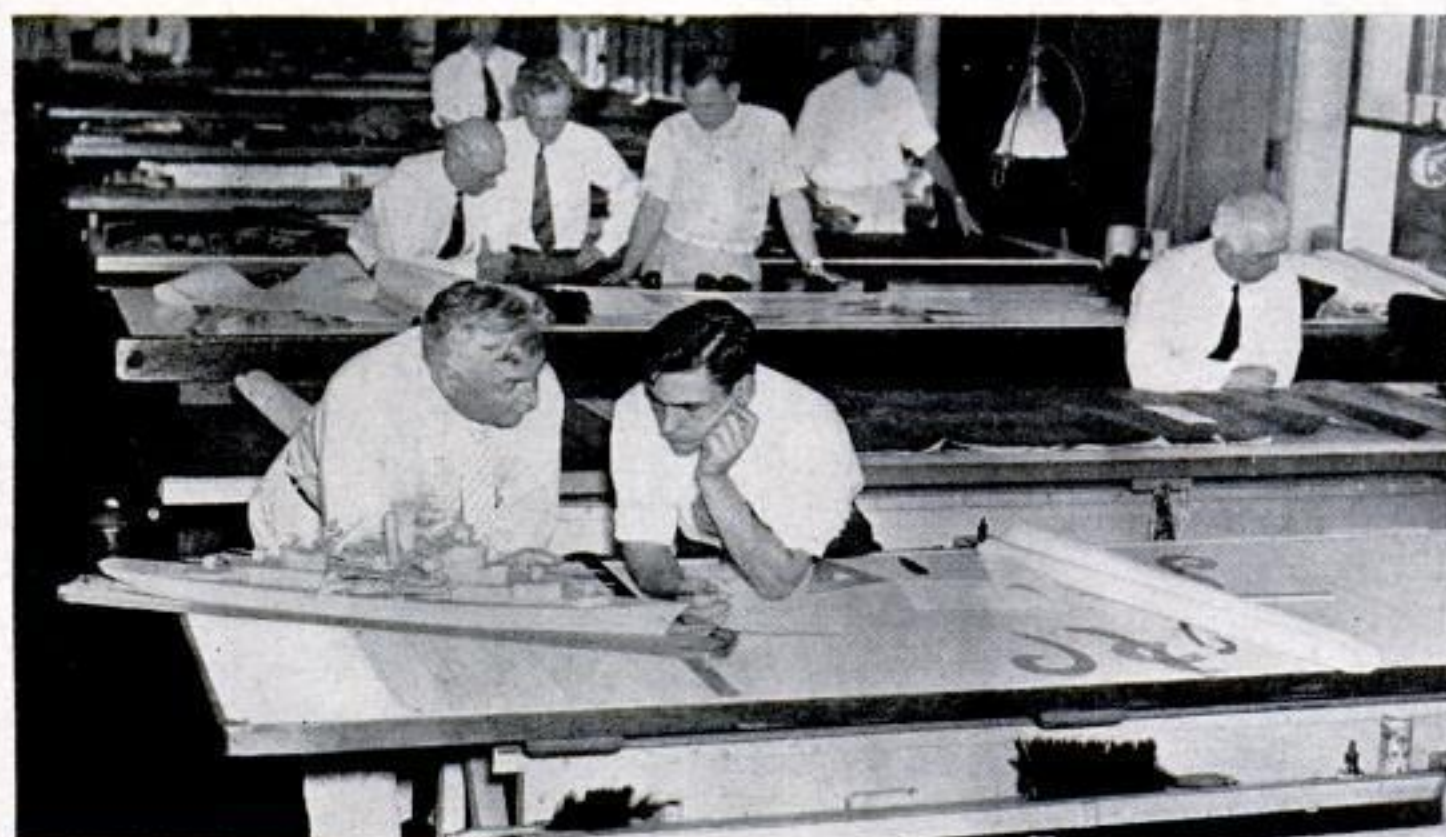
The Chicago Daily News Cartoonist V. D. Shoemaker jibed thus at the House vote to give the President six new confidential assistants.



Within 24 hours after he broadcast a message to the dedication of the War memorial (first of a group of nine) at Montfaucon, the President could view this radiophotograph of the ceremony.



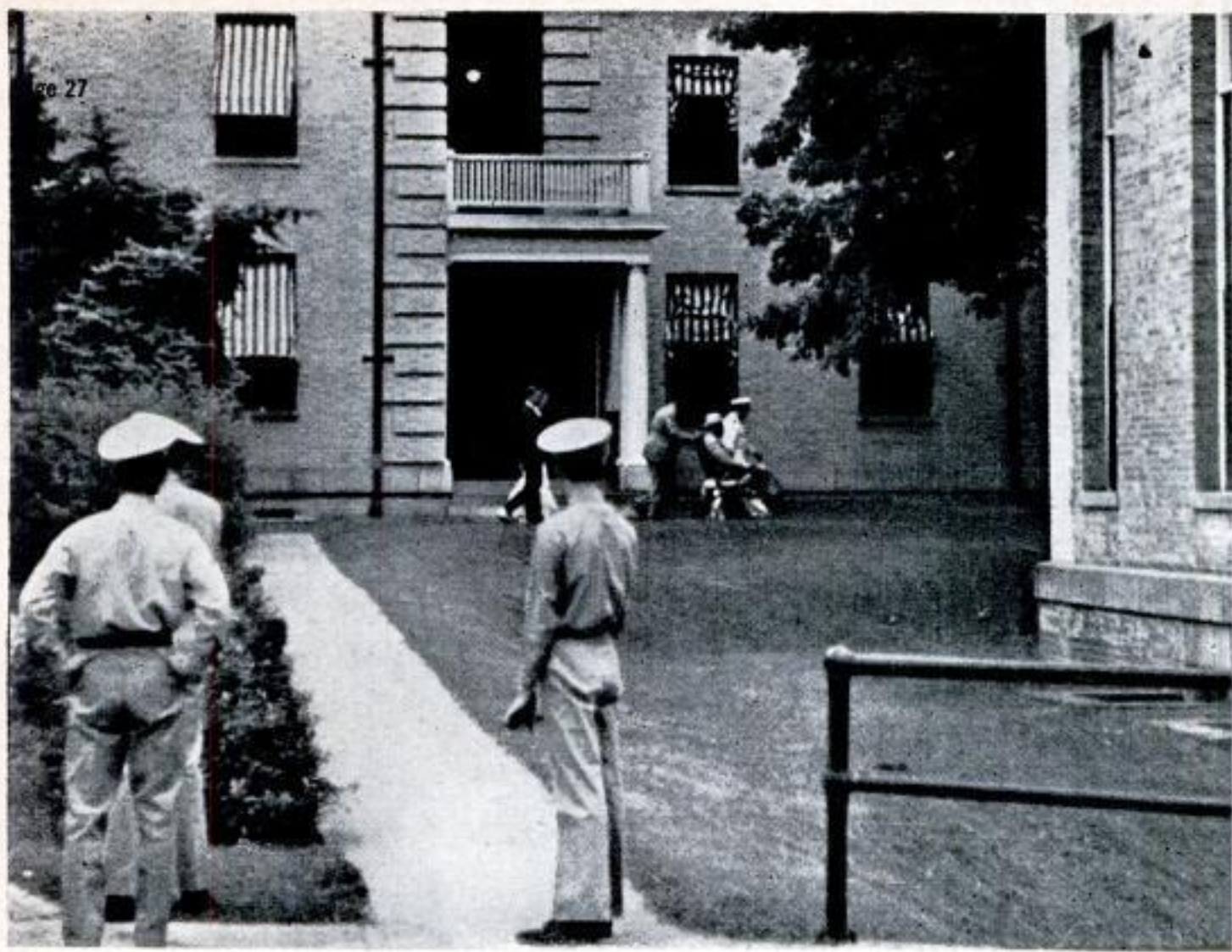
Biggest (\$20,000) buyer of the \$250 Democratic Books containing the President's autograph (LIFE, Aug. 9) was revealed as Mrs. "Tony" Biddle Jr., wife of the Ambassador to Poland.



As draftsmen in Washington completed plans for the Navy's two new battleships (above), announcement was made that the Navy would ask Congress for two more battleships next year.



At an NLRB hearing, Lester P. Barlow, Stamford, Conn. inventor, reportedly shouted: "And you can tell the President of the U. S. for me to go to hell."



The President is here shown on his way to visit a sick Cabinet member at the old-fashioned Naval Hospital on E Street. Built in 1902, the Hospital has only 178 beds. Government officials are admitted only on the President's order, must pay for their subsistence.



On Aug. 4, the President motored out along the Potomac with Chairmen Walsh and Vinson of the Senate and House Naval Affairs Committees and the Navy's Surgeon General P. S. Rossiter (also pointing) to inspect sites for a proposed, 500-bed, \$4,800,000 Naval Hospital.



In Venice the President's mother goes boating with her host in Italy, Chairman Myron Charles Taylor of U. S. Steel Corp.



John Rutledge (left) was appointed Chief Justice by President Washington during a Senate recess in 1795, served five months, was then refused confirmation by the Senate. President Roosevelt wondered if he could make a more successful recess appointment to replace retired Justice Van Devanter (right).



In Montreux, Switzerland, honeymooning Franklin Roosevelt Jrs. receive a bouquet from an admiring hotelkeeper.



In Rome, Youngest Son John Roosevelt visits U. S. Ambassador William Phillips at the Ambassador's Villa Taverna.



The President gave his late cousin Warren Delano Robbins' widow a \$6,500 job decorating U. S. embassies.



"Negative interest," an economic panacea by which the Federal Reserve Board would pay 6% interest for the privilege of lending money, was propounded to a Senate subcommittee by original James H. R. Cromwell, husband of Capitalist Doris Duke.

A MODEL BRIDE GETS A REAL HUSBAND

A year ago pretty young Kathleen Williams left Erie, Penn. to go to New York to work as a model. Commercial photographers, always on the lookout for bright new faces, promptly recognized in her the Ideal Girl of the Typical American Man. Soon she became the photographer's ideal model bride. To the right, you see her as a radiant bride on the June cover of the *American*. A wholesaler of bridal veils, Marie Dorros, Inc., chose her to model veils. Jordan's Dress Shop in Erie used, in their window, life-size photographs of Miss Williams in bridal veil and gown, called the outfit the "Kay Williams." Finally on July 31, Miss Williams became a real bride.

In the smaller picture to the right she is seen with Charles Parker Capps, her new husband. Mr. Capps, a Georgia Tech graduate, works in General Electric's Erie plant. On the back cover of August magazines, Mrs. Capps' pretty face invites readers to stop at Chesterfields. For Real Silk Hosiery she shows her shapely legs. Hers is the "fresh and vitally alive" face on the Daggett & Ramsdell advertisements. You'll also see her face in advertisements for Pond's cold cream and Ivory Flakes. Mr. and Mrs. Capps spent their honeymoon in Saratoga Springs. This fall, Mr. Capps' wife will return to New York to pose again as a bride.



Paying for a photo is a novel experience for Miss Williams. Here Mr. Erickson of Erie, Penn. (rate about \$30 a dozen) fixes the model bride for her first picture as a real bride.



The real wedding of this model bride July 31 attracted crowds to St. Peter's Cathedral. Miss Williams, in ivory satin, court train and veil, looked as pretty as her pictures.



"Kathleen Gretchen Williams, wilt thou take Charles Parker Capps . . . for thy lawful husband . . . ?" This pose at altar is one in which Miss Williams was never before photographed.



Mr. and Mrs. Capps (on back seat), like a couple in a magazine illustration, whiz away on their honeymoon in a smart new car, with smart young attendants and a shower of rice.



KATHLEEN WILLIAMS CAPPS, THE MODEL BRIDE, GIVES HER FIRST REAL-LIFE KISS TO HER FIRST REAL-LIFE HUSBAND AFTER WEDDING CEREMONY

MOVIE OF THE WEEK:

Souls at Sea

Paramount embellishes a strange episode in maritime history

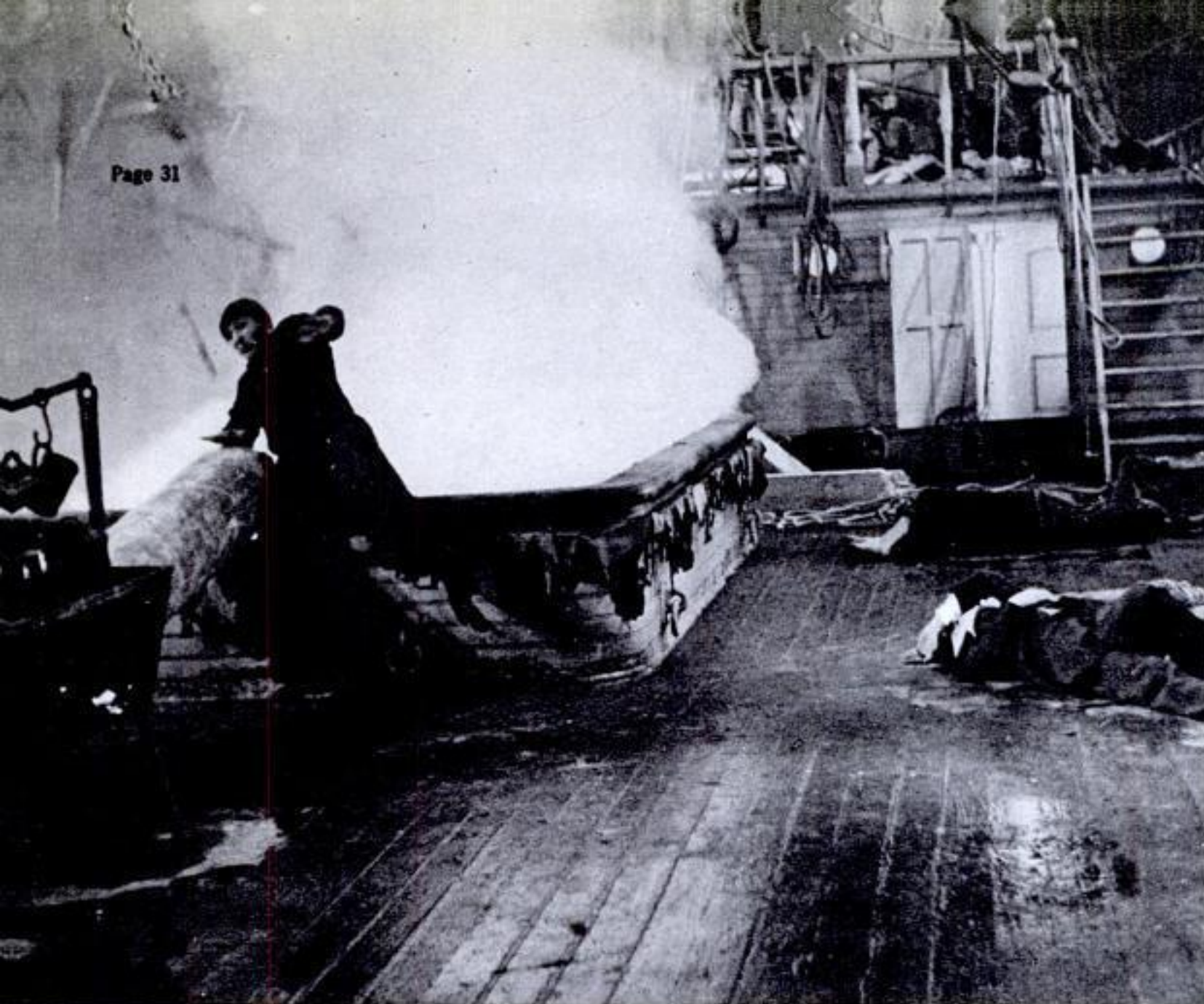
Off the coast of Newfoundland in 1841, the packet *William Brown* struck an iceberg. The crew and half the passengers piled into two lifeboats, leaving 31 men and women to drown. The larger lifeboat was so crowded that it might have swamped but for a seaman named Alexander William Holmes. Assuming command, Holmes solemnly judged each occupant, decided which were the most worth saving and threw the rest overboard.

This strange episode in maritime history is the peg on which Paramount has hung an exciting adventure story. As played by Gary Cooper, the central figure in the plot becomes a Yankee sea captain who has spent his life getting command of slave ships and then destroying them by fire, shipwreck or surrender. Cooper is returning to America as a passenger on the *William Brown* when it catches fire. From this point on, Cooper's actions, though rough, spring from the best of motives. In a thrilling climax he stands in the bow of the lifeboat, shooting all those whose struggles threaten to capsize the boat.

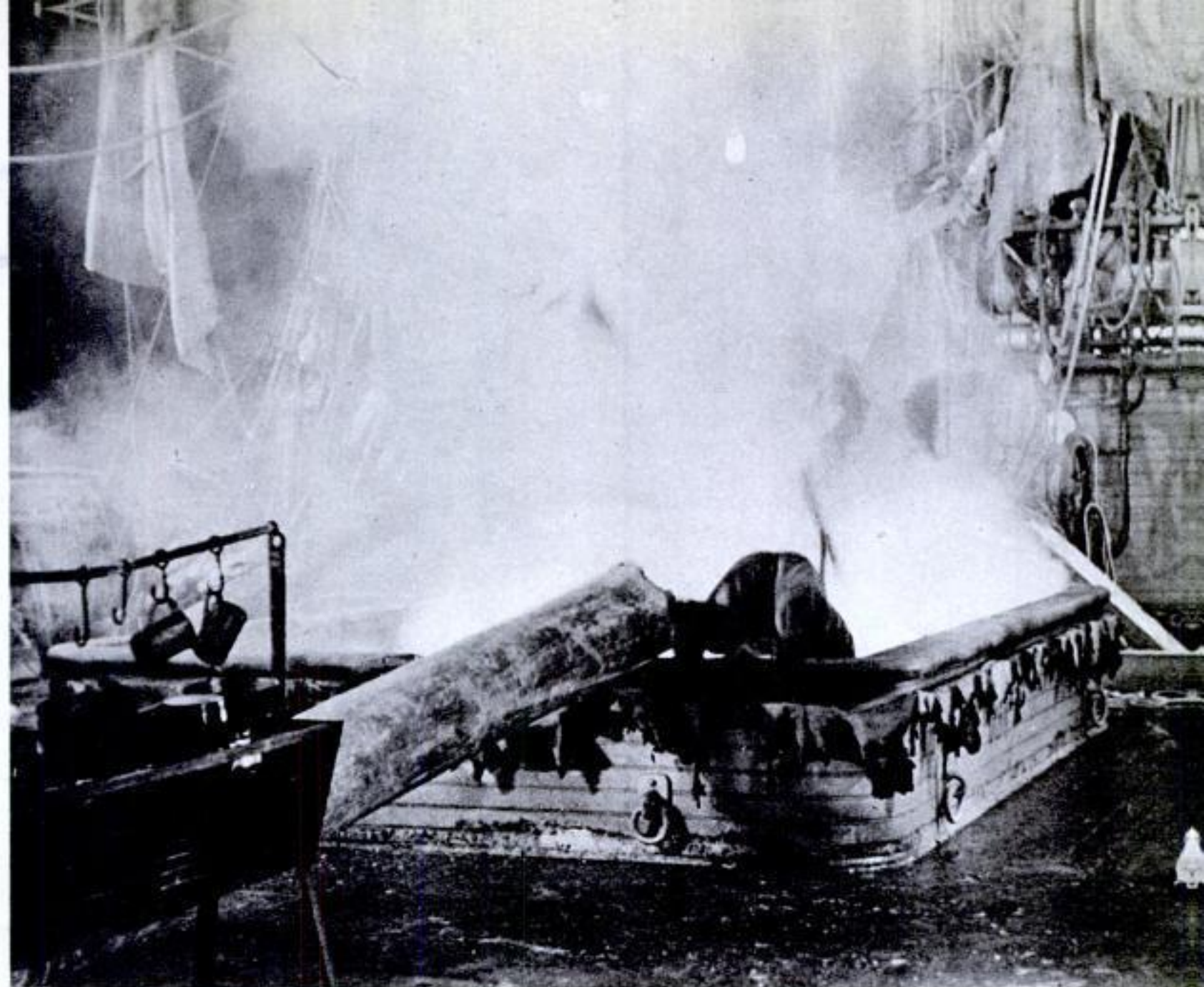


The beginning of love between Gary Cooper and Frances Dee takes place on a Liverpool dock. At the top of this page, at left, Miss Dee recoils from a mud puddle. In the next picture below,

Mr. Cooper lays his traveling case in the puddle; in the third, the case collapses; in the fourth, Miss Dee gets her gown muddled; directly above, Mr. Cooper replaces her slipper.



A seaman is caught in a blast from explosives in the cargo of the burning ship. This scene takes place a few minutes before the scene shown below, in which all but the stern of the *William Brown* is under water. Notice what happens to the seaman in the picture at right.

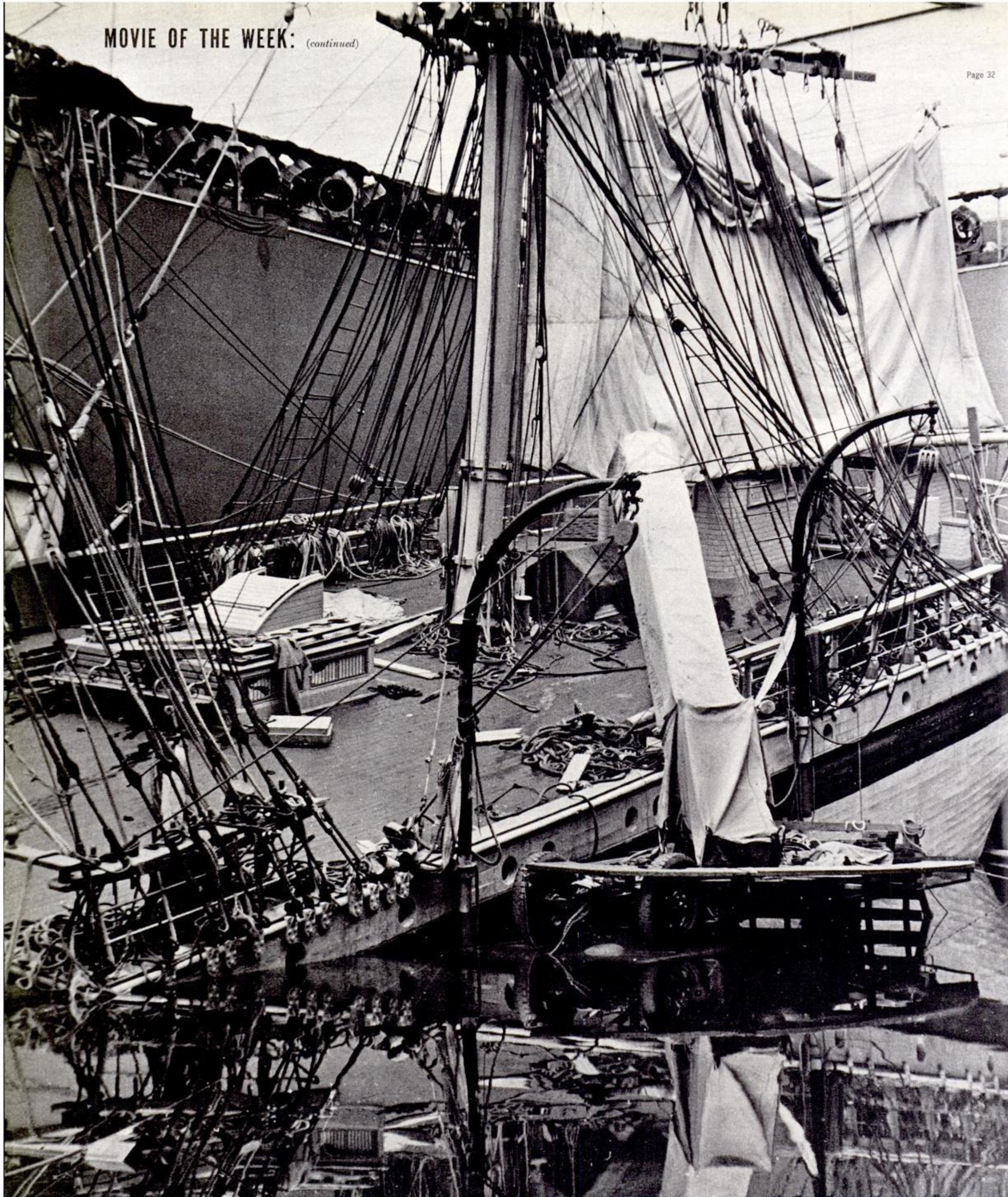


The seaman topples headlong into the hold. While this is going on, Gary Cooper is preventing one of the crew from seizing the only remaining lifeboat. In the picture below, the actor with the white sweater standing in the lifeboat, supposedly Cooper, is actually a double.



The Sinking of the Packet "William Brown"

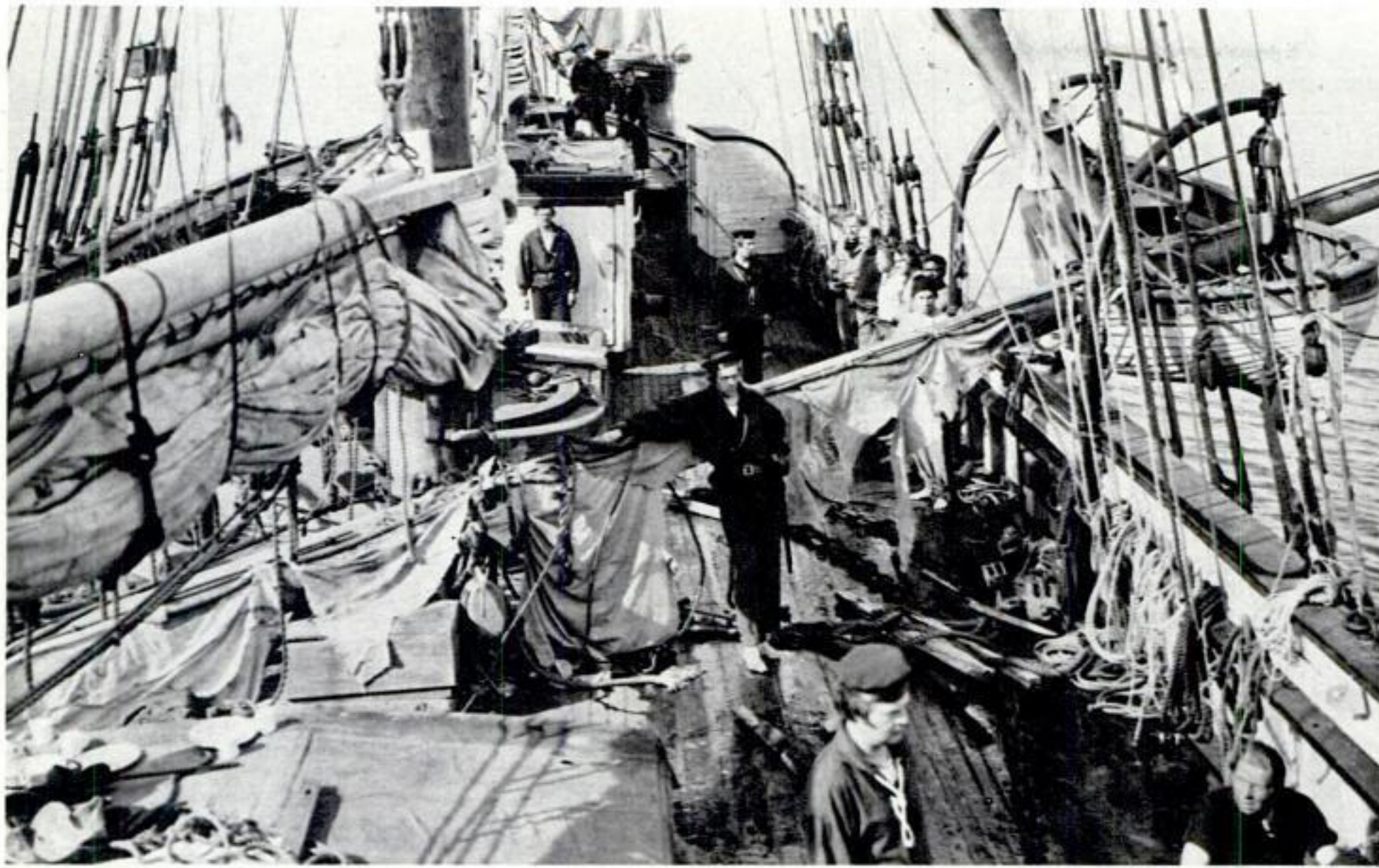
CONTINUED ON NEXT PAGE



Most of the shipboard scenes in *Souls at Sea* were filmed on this ingenious set on the Paramount lot in Hollywood. It consists of the quarterdeck of a three-masted vessel mounted in a huge tank of water in such a way that it can pitch, roll or tilt at any angle. The picture above is taken from the same angle as the action picture at the bottom of the preceding page. It was made on Sunday, when the set was empty. In the rear is a black canvas backdrop and across the top, a white tent. A row of darkened klieg lights looks down on

the deck. On the near side of the ship is the rubber-tired camera truck and the crane, hooded in canvas. The water in the foreground, so choppy in the picture on page 31, is calm as a mirror.

Close-ups and medium shots of the burning ship were filmed on this set; long shots, with the aid of models, in a tank (see opposite page). You cannot film an epic of the sea entirely on the back lot, however. Paramount chartered two sailing ships for shots requiring the ocean and several others for dock scenes.



Ships stop sinking at lunchtime on a movie location. The location in this case is the Pacific Ocean, off Catalina

Island. The principals and all but a few of the extras are taking time off for lunch, leaving the deck a shambles.



A toy ship burns in a toy ocean. Directly above is the dramatic end of the packet *William Brown* in mid-Atlantic as audiences will see it on the screen. Now look at the second picture above. The *William Brown* is an eight-foot

model in a tank and four technicians are tinkering with its wrecked gear. Studios use models not only because it saves many thousands of dollars but because a real ship might not burn and sink in a way to satisfy the director.



A seagoing extra lifts her petticoats to fish for a cigarette in her slacks pocket. The ship is standing off Catalina Island.



Ethel Clayton was a screen queen of the years immediately after the War. Here she is as a bit player in *Souls at Sea*.



"Baby Peggy," the Shirley Temple of the silent films, now grown up (19) also has a bit part. Below, an extra on the set.





Wall Streeters commute by plane to and from this Manhattan dock

Private flying in America climbs to its highest financial ceiling at Manhattan's Downtown Skyport (above) on the East River at Wall Street. Four minutes walk past the towering shadows of 120 Wall Street (above, right) and Cities Service Building (left) is the Stock Exchange. Men who use the Skyport most make up the most select group of air commuters in the land—H. P. Davison and Henry S. Morgan, of J. P. Morgan & Co., Marshall Field,

E. R. Harriman. Mr. Harriman lives 38 miles away, flies into Manhattan in 25 minutes, saving an hour.

Shown at Skyport is Rudolph Loening's Fairchild (left) and the Marshall Field-Wilton Lloyd-Smith \$50,000 Grumman amphibian. Up to 16 planes a day land at the Skyport, taxi to the float, discharge passengers, are turned about on turntable (white circle), scoot out. The city-owned Skyport charges \$1 up per landing. Parking more than a half-hour costs \$1.

35,000 AMERICANS ARE LEARNING TO BECOME PRIVATE FLIERS

But few of them can yet afford a plane of their own

Today 35,000 Americans are learning how to fly airplanes, more than ever before. This year, almost 2,000 planes will be built for private or nontransport use, an increase of 25% over 1936. In 1936, airplane production showed a 50% increase over 1935. These statistics may foreshadow the long-expected boom in private flying, a boom which began in 1928 and, like so many others, crashed in 1929.

There are 7,000 licensed private pilots in the U. S. today. Last year they flew 30,000,000 miles, half the total flown by commercial airlines. The commuters to the Downtown Skyport (opposite) are not typical of them. To the average private flier the expense of flying is still a great strain. Although 140,000 student flying permits have been issued in the past ten years, 125,000 students have dropped flying. Some lost interest, or could not keep in practice. But most of them did not own and could not buy a plane. Cheapest plane produced in any

quantity today costs \$1,300. Two-thirds of the planes built for U. S. nonmilitary use last year were in this price class. The planes are safe, easy to fly, can be bought on the installment plan. But \$1,300 is a considerable sum and the private flier finds maintenance a burden. A few years ago, the Department of Commerce searched in vain for a safe \$700 plane. Among those which passed speed and safety tests, was the tailless *Arrowplane*, built by Waldo D. Waterman of Santa Monica. Mr. Waterman now has a variation named *Arrowbile*, a combination automobile and plane, shown below. *Arrowplane* was never produced commercially and *Arrowbile*, not past all official tests, is still more an interesting experiment than an immediate promise to private fliers. But it does represent one attempt to bring convenience to private flying. Learning to fly is easy. The average adult can manage it in 5 hours. For the things he learns, turn the page.



1 Out of Waldo D. Waterman's garage, his Arrowbile is wheeled. It is more convenient and less expensive to keep the plane in the family garage than in a hangar. Daughter Jane is at the wheel.



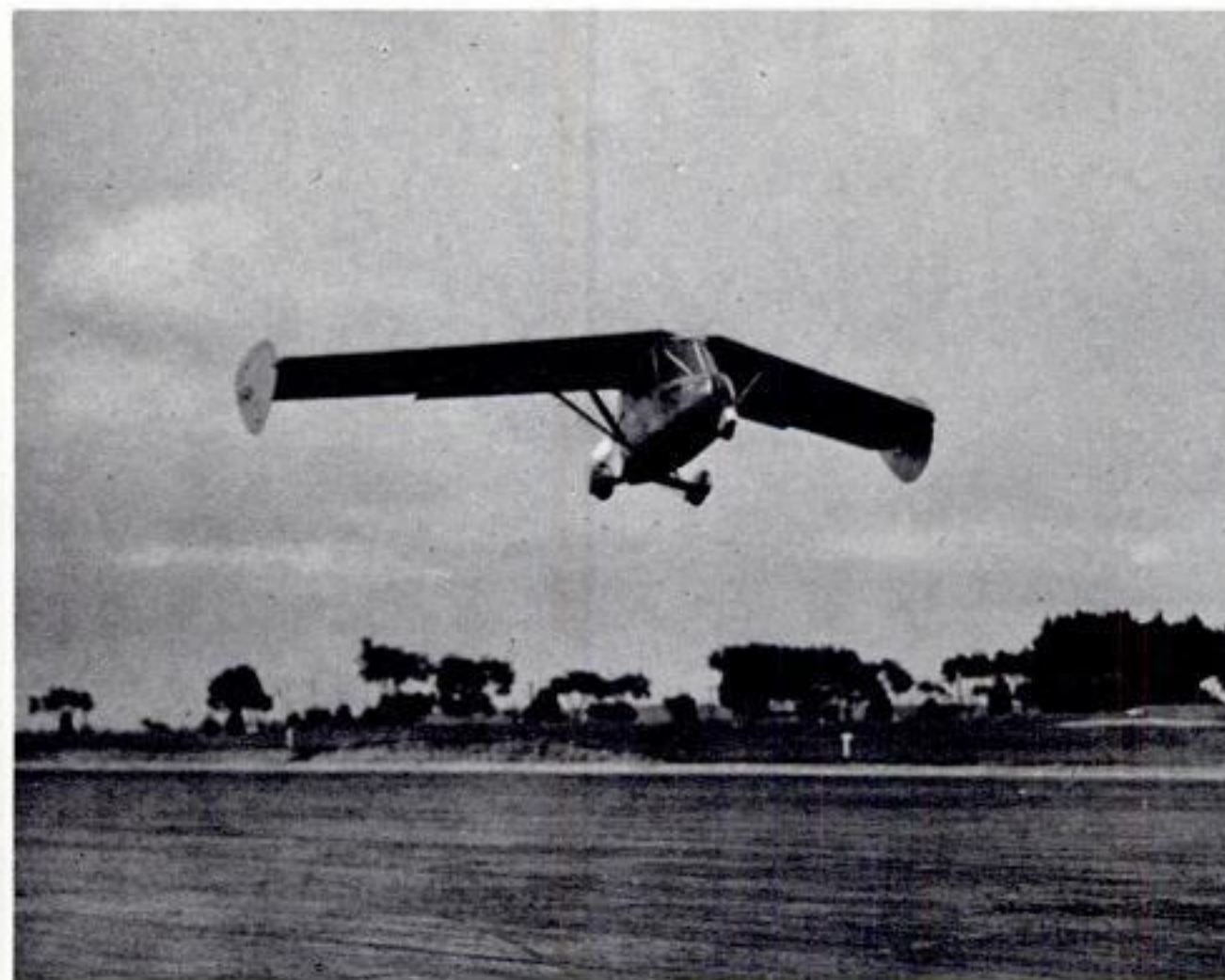
2 Down to the airport goes Arrowbile, a wingless, three-wheeled auto, engine driving wheels instead of propeller.



3 At the hangar, the wings are lowered and attached firmly to the body. Waterman has seven Arrowbiles under construction, five of them ordered by Studebaker whose engines power this plane.



4 The Arrowbile races down the airport runway. Its engine is now linked to propeller which, the plane being a "pusher," is in rear.



5 The Arrowbile takes off. A curious-looking machine, it is made mostly of automobile parts. It has a Studebaker engine and generator, Willys-Overland brakes and differential, Ford steering assembly, battery and radiator.



6 In flight along the coast (above), the Arrowbile has a top speed of 120 m.p.h., can carry two passengers 350 miles. Its price is \$3,000.

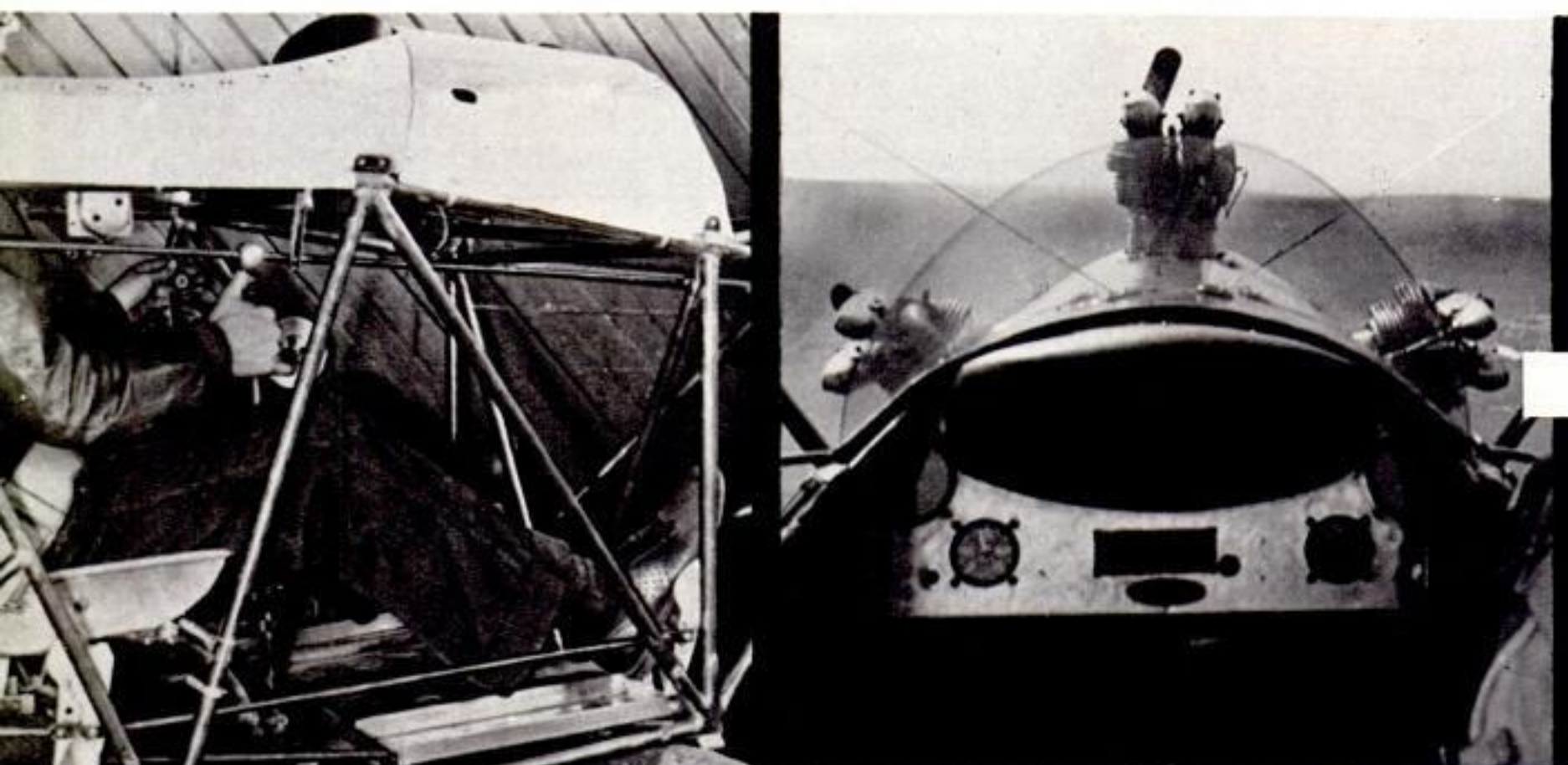
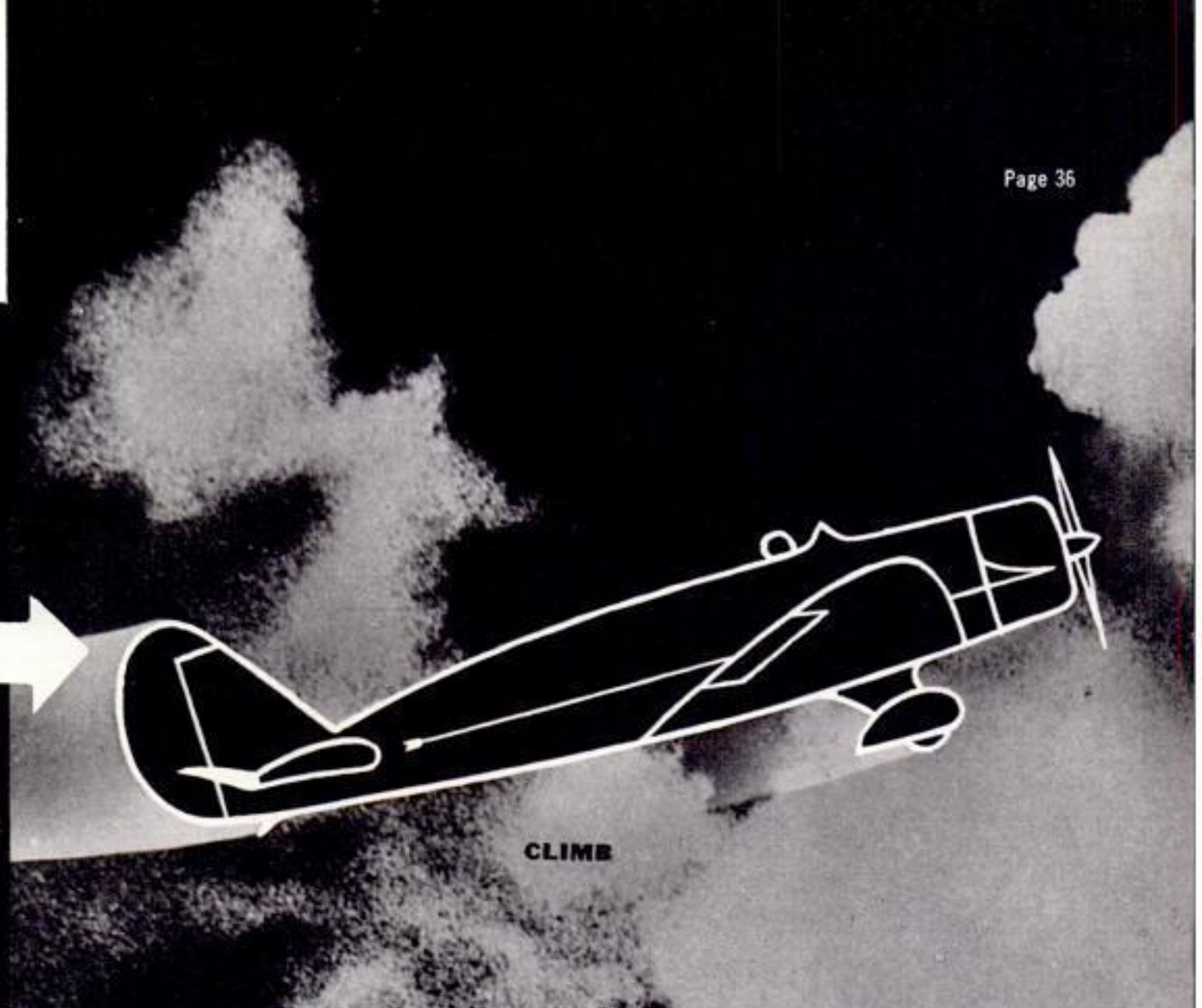
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HOW TO FLY AN AIRPLANE (continued)

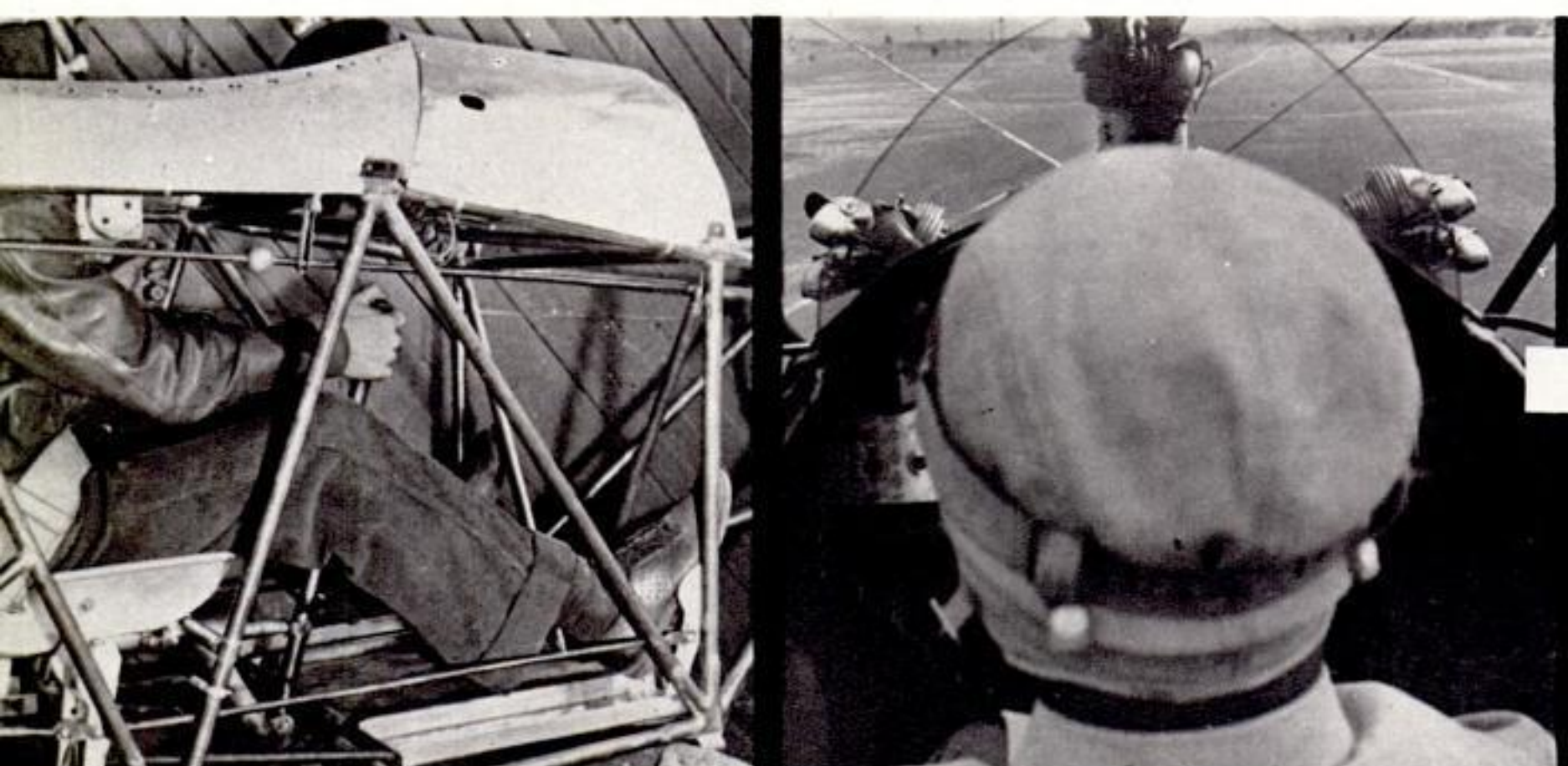
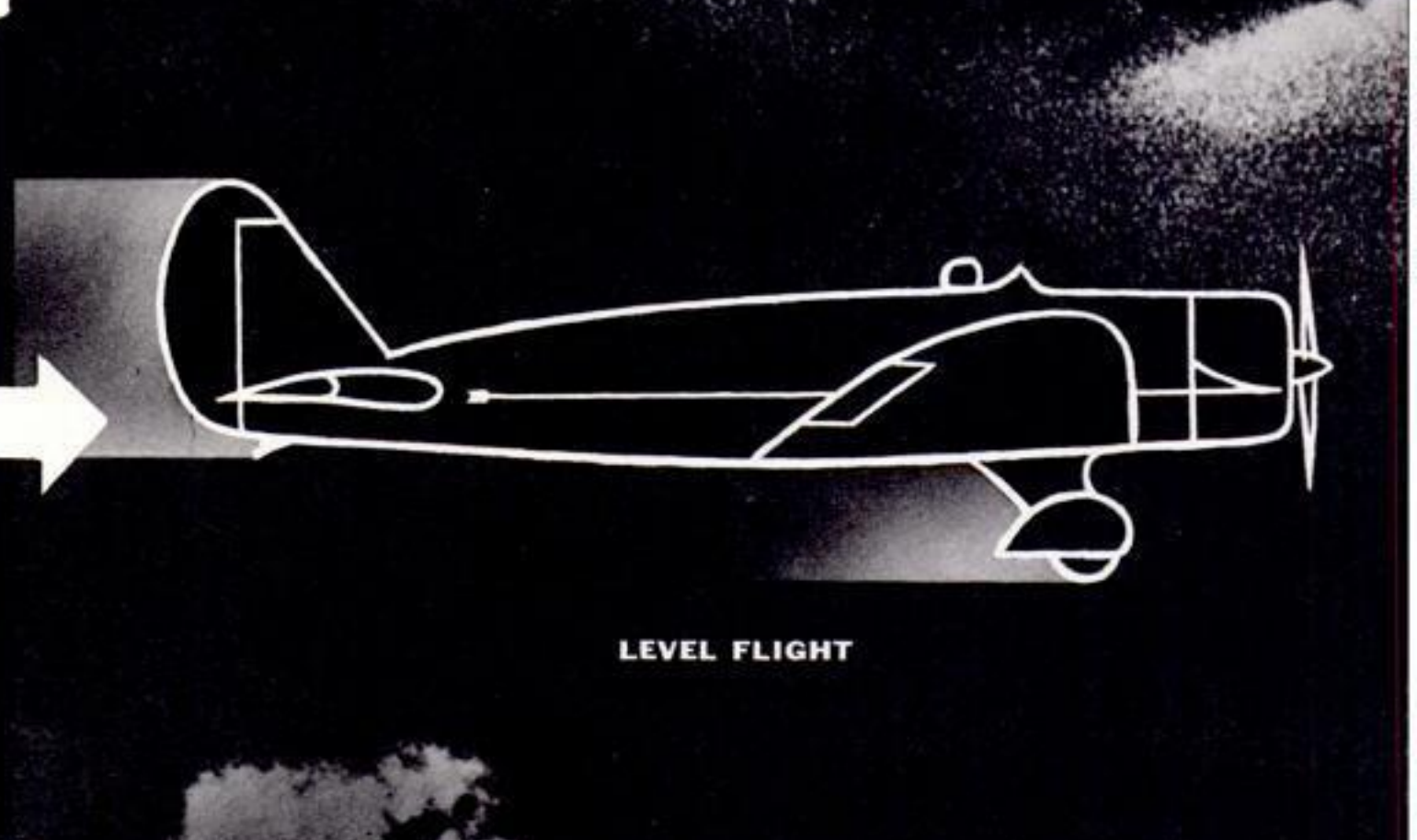
Page 36



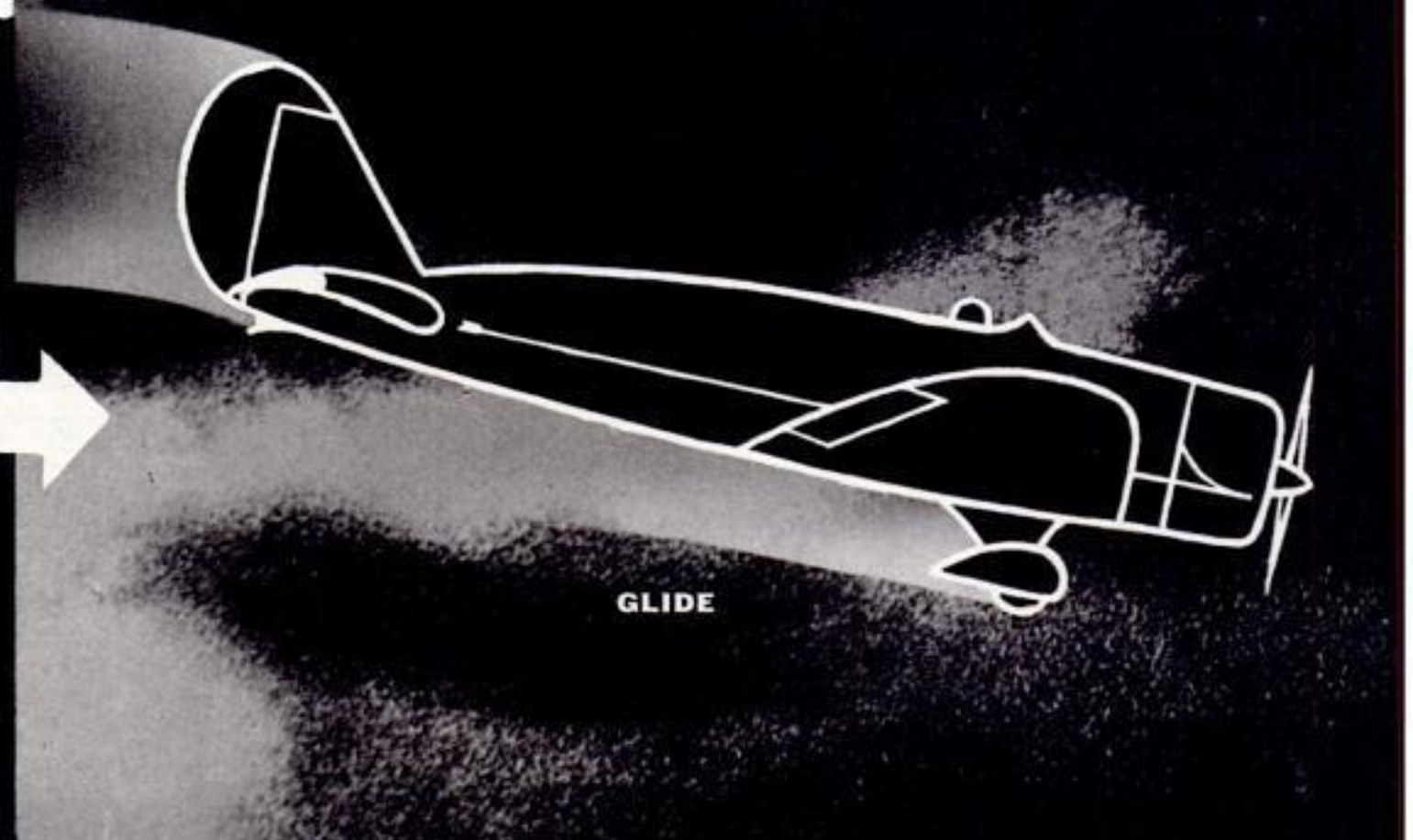
To climb, your right hand pulls back the control stick as shown in cut-away fuselage (above, left). This raises the elevator (shown in the drawing, right, above as white wedge near tail), depresses the tail, points the plane's nose up. Simultaneously, with your left hand, you open the throttle full, accelerating your motor for climbing. Your two feet apply equal pressure to the rudder pedals thus keeping the plane flying straight. As you go up, the horizon drops below the plane's nose (above, right).



To fly level, you hold the stick at neutral—i. e. perpendicular. The elevator stays level. Rudder pedals are even. The throttle is pulled back to about two-thirds open. In level flight, you set the nose of the plane "on" the horizon, as shown above right, and keep it there. Flying is easy because you use your stick and rudder naturally to make directional changes. Most beginners "over control"—i. e. use too much stick and rudder with the result that violent compensation is necessary.

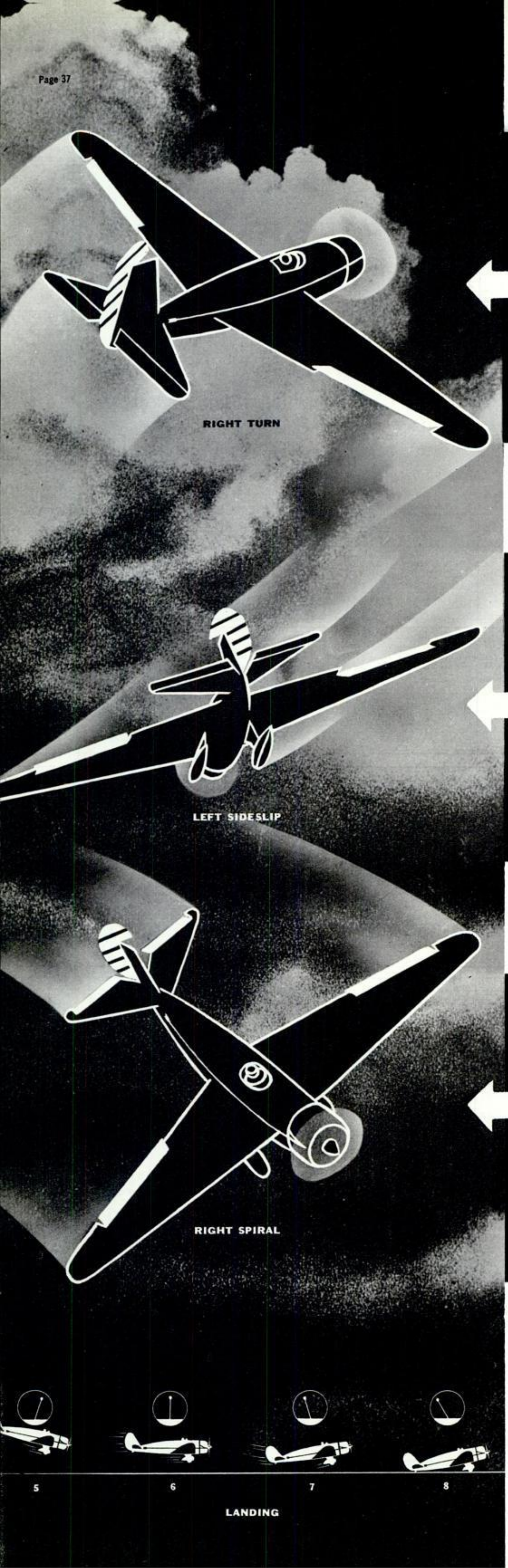


To glide ("or go down") you push the stick forward, depressing the elevator. This raises the tail, causes the plane's nose to point below the horizon (above, right). If the glide is to end in a landing, you pull the throttle back to "off," idling motor. Rudder pedals are held even. As soon as the plane is in proper gliding angle, the stick is eased to neutral but the glide continues. To end the glide, you pull the stick farther back than neutral, then push it ahead again to neutral when plane levels off.



Take-off is shown at right. Stick (above plane) is pushed forward (1) to lift tail (2), eased back as speed increases. As the stick is pulled back (3), plane rises. To level off, stick is moved forward, then back to neutral (4).



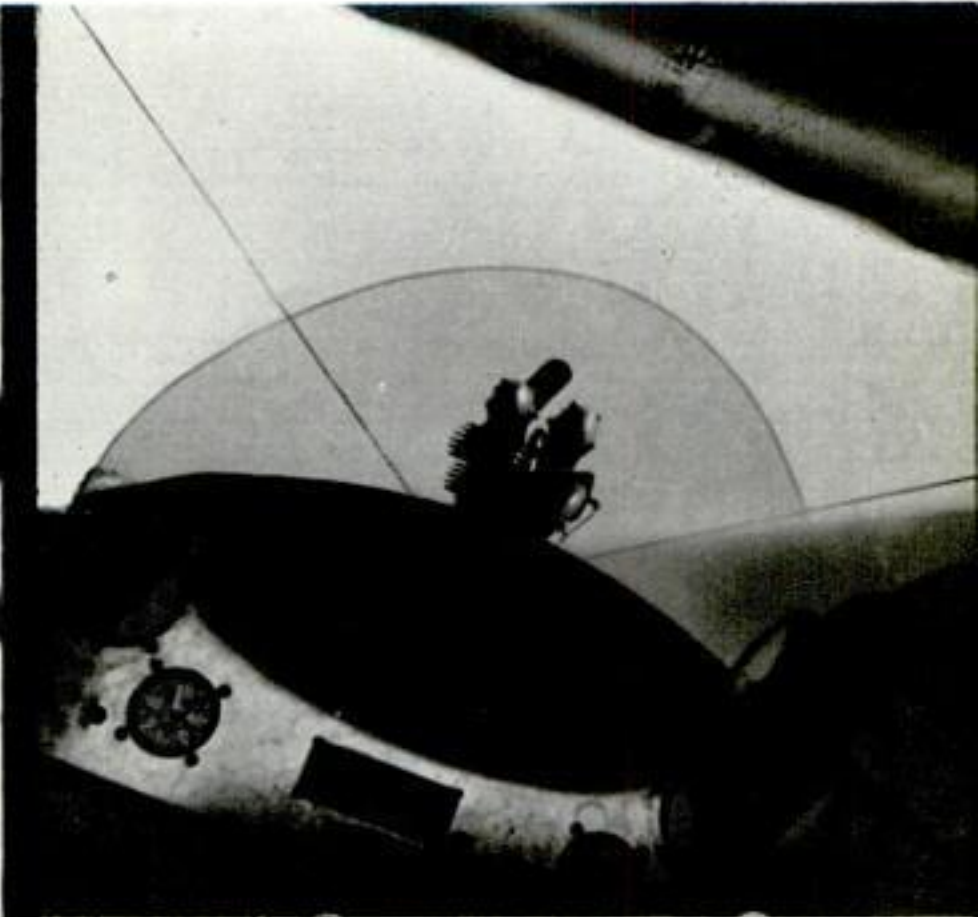
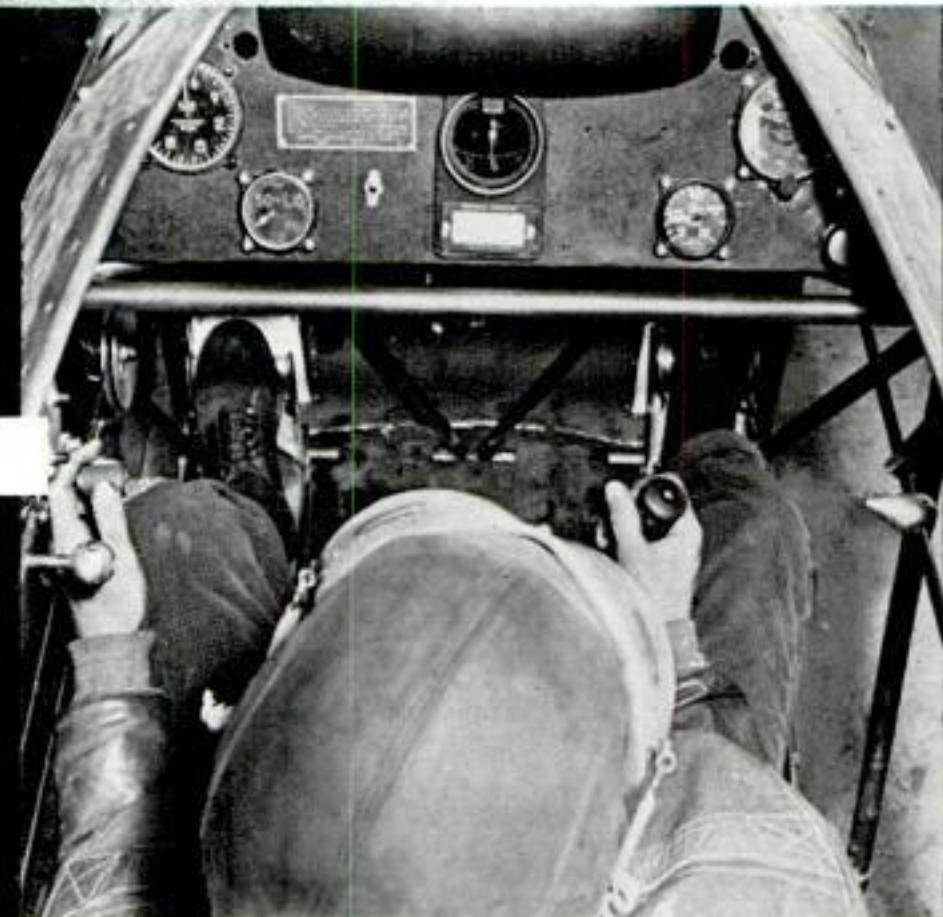


RIGHT TURN

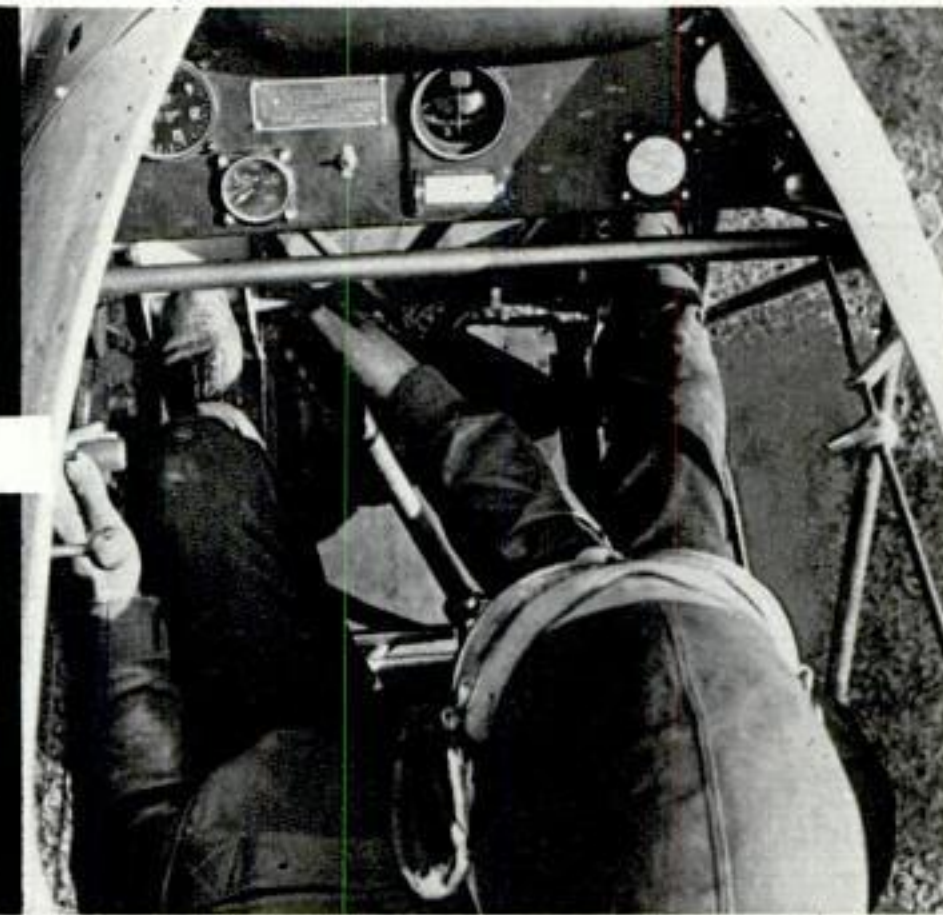
LEFT SIDESLIP

RIGHT SPIRAL

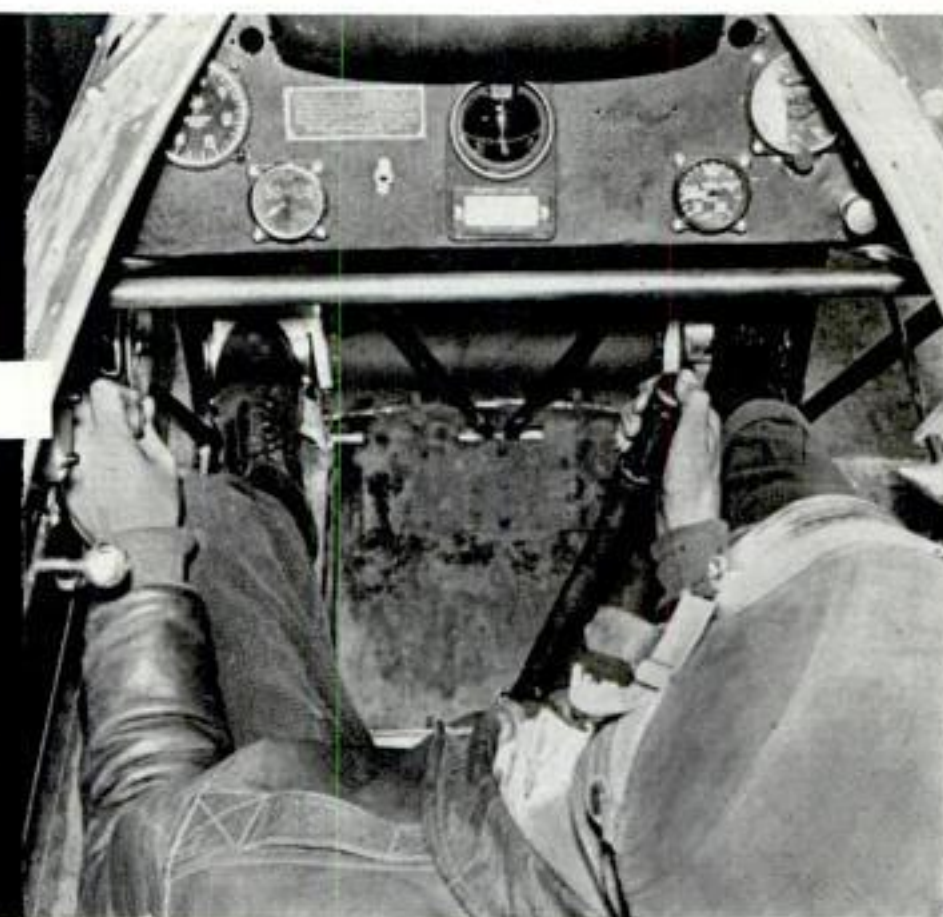
LANDING



To turn a plane, you must also "bank" it, which means raising one wing higher than the other. Above is a right bank and turn. You move the stick directly to the right. This raises the right aileron (solid white section on wings in drawing), lowers the left aileron which elevates the left wing, while the right is depressed. At the same time, your right foot presses on rudder pedal, swinging rudder and plane to the right. You see the horizon tilting up to right as you keep the nose dead "on."



To sideslip to the left (shown above), you push the stick left and slightly forward, sending the plane into a combination glide and left bank. You press down on the right rudder pedal, swinging the rudder to the right. The throttle is pulled back until the motor idles. You see the horizon go sharply up at your left as the plane's nose drops below it. The plane shoots down sideways to the left rapidly losing altitude. The sideslip is a maneuver you must learn in order to make short landings.



To spiral, you combine a steep glide with a sharp bank and turn. In the right spiral, (shown above), you push the stick forward (to glide) and to the right (to bank) and swing the rudder to the right (to turn). The throttle is back, motor idling. The nose of the plane points below the horizon which angles up at your right. The spiral is valuable in making quick landings from high altitudes. If in a spiral you press the rudder pedal opposite your stick, you go into a sideslip (see above).

Landing is shown at left. Stick is pushed forward for glide (5), eased back to level off just above ground (6); then, as ship loses speed, further back to drop tail (7) until it touches ground simultaneously with front wheels (8).

CONTINUED ON NEXT PAGE

76 PRIVATE-PLANE OWNERS BELONG TO LONG ISLAND AVIATION CLUB *(continued)*



MEMBERS AND GUESTS OF AVIATION COUNTRY CLUB WATCH A LUSCOMBE MONOPLANE FLY AT AIR DEMONSTRATION IN FOREGROUND IS A LOCKHEED

The ultimate ambition of the average private flier is to commute to work in his plane, like the Skyport commuters of Wall Street (see page 34). Next to that, he would like to belong to something like the Aviation Country Club of Long Island. The Aviation Country Club, which is at Hicksville, is the swankiest of its kind in the country. There are dozens of other flying clubs in the U. S., the most active ones lying west of the Alleghenies. But most of them use commercial hangars and airports. Often enough they consist of a group of enthusiasts who own a secondhand Waco and take off from a cow pasture. The Aviation Country Club, however, counts 175

wealthy flying members. Of these, 76 own their own planes and most of the rest are licensed pilots. The Club's swimming pool, tennis courts and clubhouse (with four bedrooms) are frills. The members really pay their \$250 initiation fee and the \$150-a-year dues because the Club offers useful facilities for their planes: a landing field, a big hangar, mechanics, fuel and oil. It has a flying instructor, just as another country club would have a golf pro. It rents and sells planes. Every now and then, it stages an air demonstration, comparable to an invitation golf match, to which plane makers send their products and pilots (see above). The Club was founded in 1929.



The Taylor Cub, shown above at Aviation Country Club, is the fastest-selling private plane today. Taylor Aircraft Co. turns out 25 Cubs a week. They cost just under \$1,300. More popular with private fliers at the Club are the higher-priced ships shown opposite.



The hangar at the Club is the major reason for becoming a member. Here 20 fair-sized planes can be stored at once. Mechanics offer complete repair service, keeping an active watch on all members' planes, giving them a thorough overhauling every 25 flying hours.



MOST POPULAR PLANES USED BY PRIVATE FLIERS ARE THESE: STINSON (BLUE WITH YELLOW STRIPE), WACO (YELLOW), FAIRCHILD (RED)



AVIATION COUNTRY CLUB AT HICKSVILLE, L. I. IS THE ONLY ONE WHICH BOASTS CLUBHOUSE, TENNIS COURT, SWIMMING POOL AS WELL AS HANGAR

"Seems like they're all calling for a DRY whiskey!"



DAY BY DAY, in the places where men of good judgment gather, the calls for Paul Jones grow more frequent.

Because such men have always preferred *dry* champagne, *dry* sherry, *dry* cocktails—and in Paul Jones they are discovering a *whiskey* with the *dryness* they seek.

For Paul Jones is a truly *dry* whiskey—soul-satisfyingly rich and mellow, yet *keen*-tasting...thoroughly free from sweetness.

Traditionally favored by men of taste, this quality of *dryness* is one of the reasons why Paul Jones has been famed as "a gentleman's whiskey" ever since 1865.

Frankfort Distilleries, Incorporated, Louisville and Baltimore, also make Four Roses (90 proof), Old Oscar Pepper brand and Mattingly & Moore (both 90 proof)—all blends of straight whiskeys. Also Paul Jones Four Star Distilled Dry Gin (90 proof), distilled from 100% grain neutral spirits.





A SERMON IS PREACHED TO THE JEWISH DEAF IN SIGN LANGUAGE

This is a photograph of a sermon for deaf-mutes in the Jewish Temple Emanu-el on New York's Fifth Avenue. The actual preacher, in the background, is Student Rabbi Harry Gutmann. The sign-language interpreter and chief figure in the service is Mrs. Tanya Nash, a rabbi's widow and social worker. Mrs. Nash is making the sign for "surprise": touching her eyes with thumbs and forefingers, then opening the eyes wide and spreading the hands.

Deaf-mutes are people who were born deaf or lost their hearing at such an early age that they cannot remember speech. There are 100,000 of them in the U. S. and they have an organization called the National Association of the Deaf.

On July 26-31, more than 1,500 of its members convened in Chicago's Hotel Sherman. As usual, the chief subject of argument was means of communication by deaf-mutes with each other and the outside world. Most teachers of the deaf favor lip reading and "articulation" (speech). They feel that sign language keeps deaf-mutes apart from the rest of the world, while lip reading and articulation break down the barrier. Deaf-mutes themselves prefer sign language. Lip reading is a difficult and uncertain art, while clear articulation, for a born deaf-mute, is next to impossible.

For further pictures of Mrs. Nash's sign language sermon, turn the page.



1 Mrs. Nash begins interpretation of a sermon by Student Rabbi Gutmann on persistence of Judaism under persecution.



2 She interprets "world" by making the sign for "W" (upraised fingers) with her right hand, describing a circle around it with her left.



3 "Continue" is made by touching thumbs, moving them outward. The rabbi is saying that German Jews "continue their religious worship."



4 "Suffering" (of the persecuted Jews) is conveyed by grinding together clenched fists, contorting the face.



5 To signalize "children," the left hand makes a patting motion while the right moves down to indicate varying ages.



6 For "progress," both hands are moved forward and away from the body. The rabbi is speaking of the Jews' progress in fighting fascism.



7 Mrs. Nash's right hand spells the initial letter of the word "fascism" while her eloquent left makes the gesture meaning "opposed to."



8 The sermon is preached in the chapel of Temple Emanu-el. Mrs. Nash and the rabbi are behind the pulpit.



New York deaf-mutes keep their eyes fixed on Mrs. Nash's flying fingers

Deaf-mutes are proud of their sign language, which grew up haphazardly but now has its dictionary and teachers. Each letter has a sign and when deaf-mutes want to be very precise they spell out each word. For greater speed, most common words also have symbols. The resulting pantomime is ingenious and often beautiful to watch.

Most deaf-mutes are exceptionally devout, retaining, because of their limited contact with the world of ideas, a childhood conception of a highly personal deity. In New York about 100 Jewish deaf-mutes attend a weekly church service at Temple Emanu-el. All eyes, such as those at left, are fixed on the flying fingers of Mrs. Tanya Nash, who interprets the sermon. The sermon lasts only 15 minutes, lest the audience suffer eyestrain.

AUGUST

LISTEN



A 6 Page Advertisement of the Radio Corporation of America



When sickness or accident overtakes men on doctorless ships, radio saves lives

IN THIS ISSUE



FAMOUS BEACON
Medico's Home Port

PAGE
2



BLIND STEERING
Through Fog or Storm

PAGE
2



ATLANTIC CROSSING
Radio Outwits Weather

PAGE
3



SEA AMBULANCE
Coast Guard Races Death

PAGE
5

HOW RADIO SAVES LIVES AT SEA! — SEE NEXT PAGE

A FRIENDLY SERVICE OF RADIO CORPORATION OF AMERICA

SICKNESS AT SEA ROBBED OF TERROR



Deaf at Sea, Cured by MEDICO—When radio operator S. N. di Lorenzo was stricken with deafness at sea, he called for medical advice via radio. Application of remedies recommended by MEDICO overcame difficulty with his hearing and enabled him to hold down trick until ship reached port. Similar emergencies have included actual operations performed by officer, or member of crew, under guidance of MEDICO. This Radiomarine service has saved many lives, and in addition has tremendously reduced suffering, as well as maintained efficiency of ships by preventing incapacity of important members of the crew.

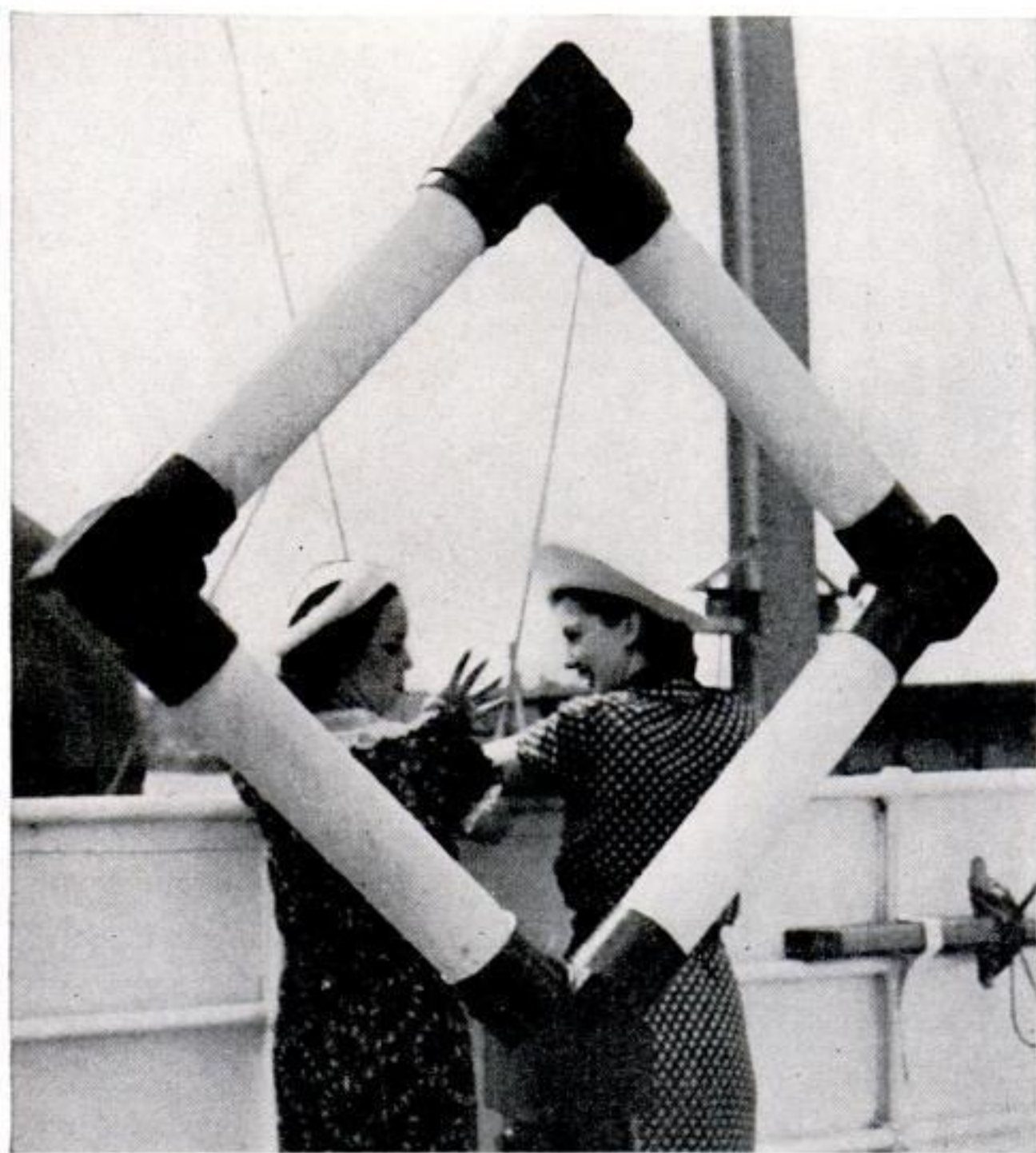


Among the World's Most Famous Beacons
—Illuminated cross which tops New York's Seamen's Church Institute. Visible to all ships entering New York Harbor it serves as reminder of a great service for all seafarers.

For centuries, sick or injured sailors often died needlessly, or at best suffered for lack of medical advice. It is not possible to maintain doctors on all ships. In 1921 RCA set up a service to supply, via radio, free medical advice to ships at sea. This plan was put into effect through the U. S. Public Health Service and New York's famous Seamen's Church Institute. Now known as MEDICO this service provided aid in 957 cases in 1936, about 580 in first six months of 1937. When immediate surgical aid is essential, surgeons from big liners have frequently boarded small vessels. With no such aid near, steady-handed comrades have performed operations under encouraging guidance of surgeon detailing each move over ship's radio. Today, these messages of mercy take precedence over all others, save only the dreaded "SOS". Radiomarine, one of the Radio Corporation of America family, is entrusted with carrying on this friendly service.

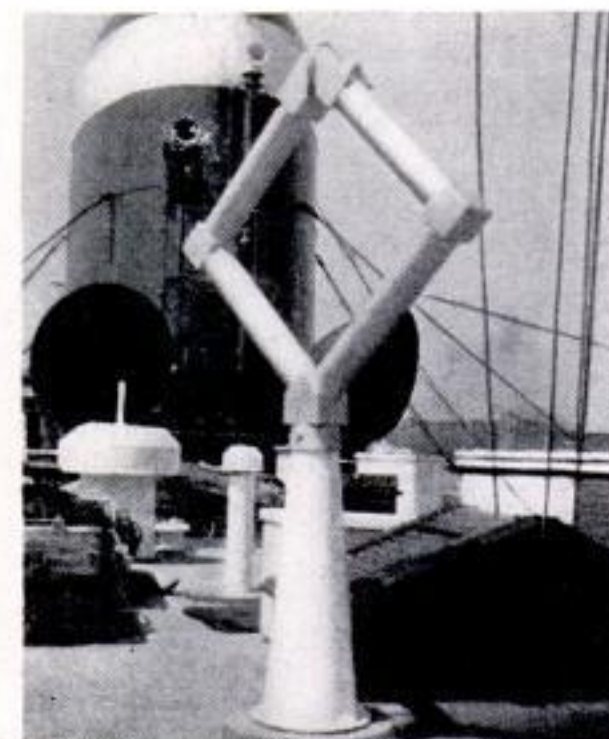
Other RCA services are: RCA Mfg. Company—maker of RCA Victor Radios, Phonograph-Radios, Phonographs, Victor Records, Radio Tubes, Aviation and Police Radio, Broadcast Station Equipment, Public Address Systems and Individual and Component Radio Parts and Accessories. The National Broadcasting Company, RCA Communications, Inc., for message service to 45 foreign countries, ships at sea and leading U. S. cities. RCA Institutes, Inc. RCA is the only organization engaged in every phase of radio.

STEERS TRUE COURSE WITHOUT SUN OR STARS



Getting Safe Bearings—Mounted on top of pilot house, or chart room, the RCA Direction Finder shows navigators true course regardless of the weather. Pictures show Finder loop, and navigator making radio direction contact with shore station. RCA Direction Finder makes use of radio principles, and is tuned in manner corresponding to tuning of your own RCA Victor radio instrument.

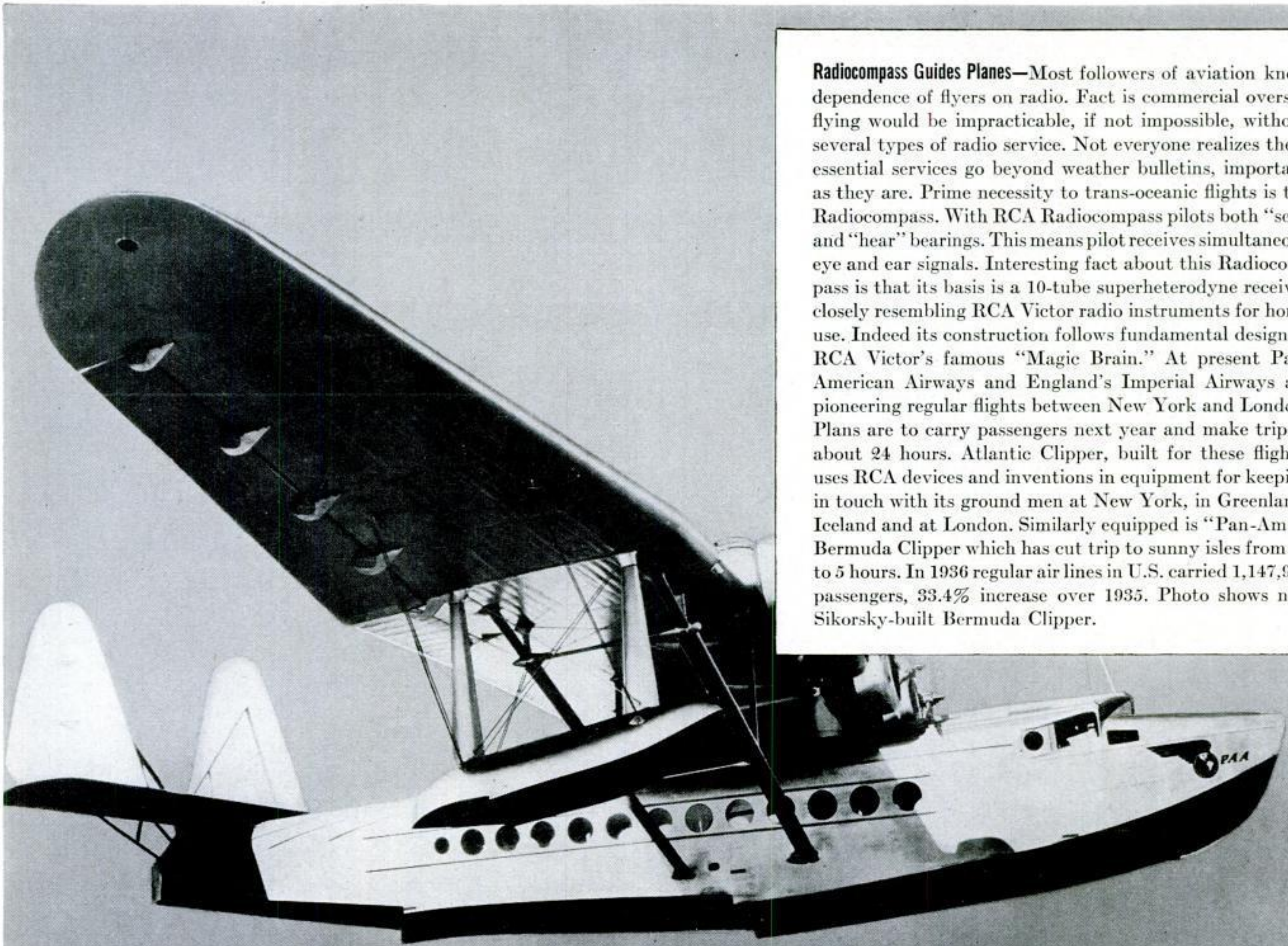
RCA Direction Finder Replaces Guesswork of "Dead Reckoning"—Starless, sunless skies and fog formerly called for "dead reckoning." Those words meant guessing as to location of ships. This was based on experience with tides, winds and currents. Sometimes it worked. Again it led to wrecks, or serious delays. Since 1925 RCA, through its Radiomarine Division, has equipped ships with Radio Direction Finders (see pictures). These finders enable navigators to determine their exact position at sea. This means greater safety to seafarers, whether passengers, officers or members of the crew.



MORE "LISTEN" →→→→

OVERSEAS AIR LINES RELY ON "MAGIC BRAIN"

Radiocompass Guides Planes—Most followers of aviation know dependence of flyers on radio. Fact is commercial oversea flying would be impracticable, if not impossible, without several types of radio service. Not everyone realizes these essential services go beyond weather bulletins, important as they are. Prime necessity to trans-oceanic flights is the Radiocompass. With RCA Radiocompass pilots both "see" and "hear" bearings. This means pilot receives simultaneous eye and ear signals. Interesting fact about this Radiocompass is that its basis is a 10-tube superheterodyne receiver closely resembling RCA Victor radio instruments for home use. Indeed its construction follows fundamental design of RCA Victor's famous "Magic Brain." At present Pan-American Airways and England's Imperial Airways are pioneering regular flights between New York and London. Plans are to carry passengers next year and make trip in about 24 hours. Atlantic Clipper, built for these flights, uses RCA devices and inventions in equipment for keeping in touch with its ground men at New York, in Greenland, Iceland and at London. Similarly equipped is "Pan-Am's" Bermuda Clipper which has cut trip to sunny isles from 40 to 5 hours. In 1936 regular air lines in U.S. carried 1,147,969 passengers, 33.4% increase over 1935. Photo shows new Sikorsky-built Bermuda Clipper.



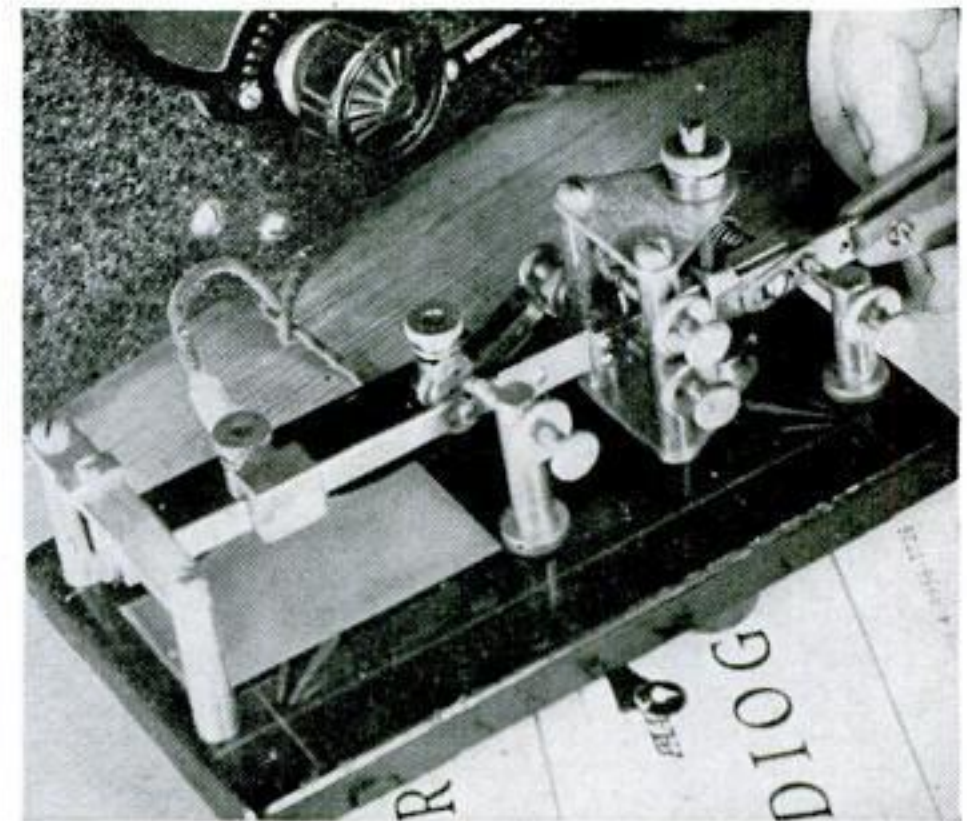
PAN-AMERICAN "CLIPPER" BUILT BY SIKORSKY, POWERED WITH FOUR 750 H. P. PRATT & WHITNEY ENGINES, WEIGHS 43,000 LBS., CARRIES 24 PASSENGERS



"CLIPPER" PILOTS AND NAVIGATORS



"CLIPPER" RADIO OPERATOR



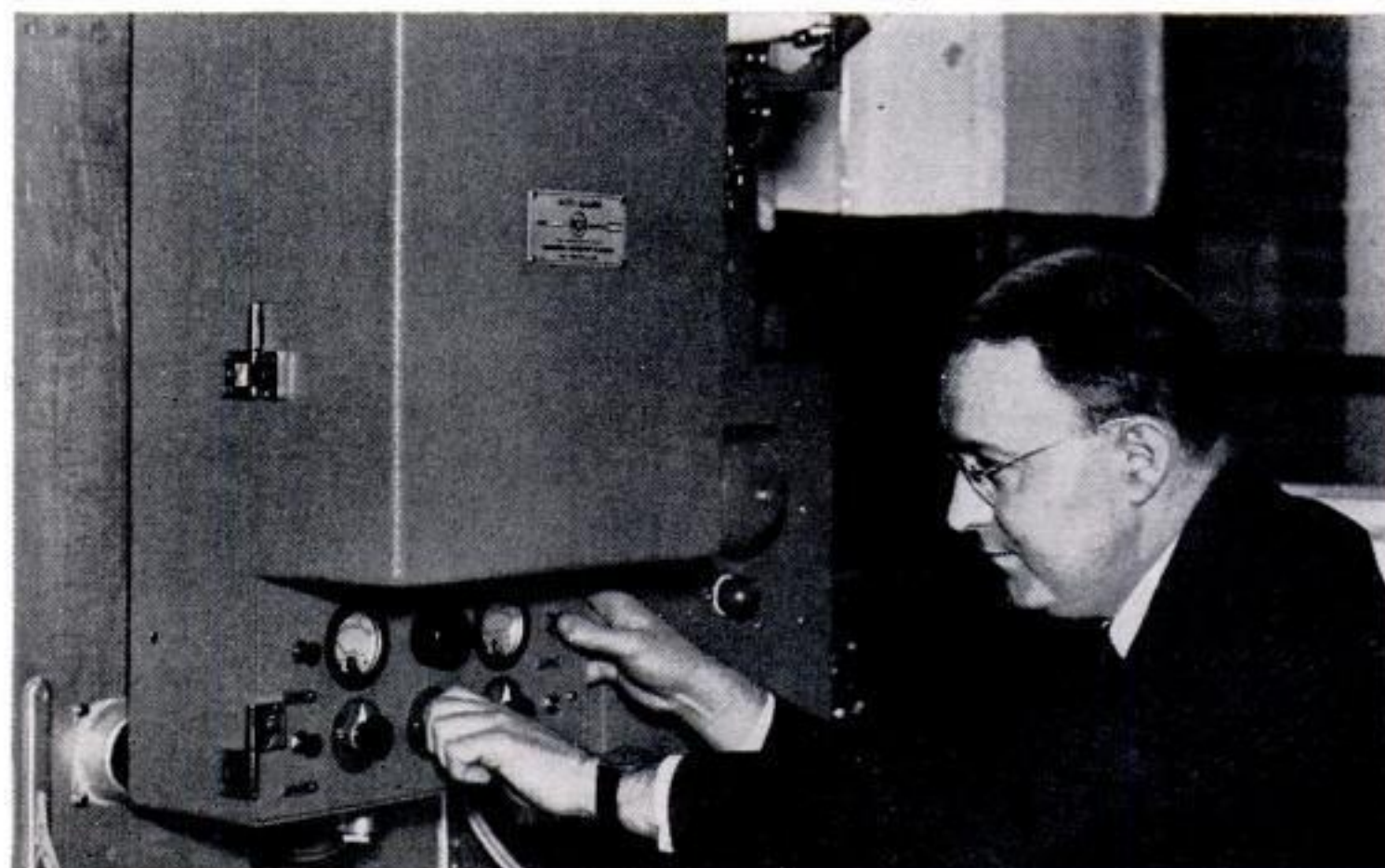
HIGH SPEED RADIO TELEGRAPH KEY

Radio Keeps Pilots Informed—Planes flying over sea need not fly blindly in bad weather. Radio weather bulletins supply information about winds, storms, barometric pressures; show conditions over whole oceans. These bulletins are based on swift assembling of weather news sent by radio from ships in various parts of the oceans, and from shore

stations. On "Clipper" ships radio operator sits directly back of pilot and co-pilot—receives and sends messages which enable pilots to lay courses safely. Bad weather can be avoided by detours. Radiocompass bearings make it easy constantly to ascertain ship's position and progress bringing it directly to port.

HOW LATE, GREAT MARCONI MADE "SOS" AUTOMATIC

New Sea Guardian Spreads Safety—No radio operator can stay perpetually on duty. Thousands of small ships have but one operator. In past this has limited radio's helpfulness. In time of need calls for help might not be heard by nearest vessels. Keenly aware of this was the late Guglielmo Marconi, father of radio. Marconi's genius overcame this handicap, tremendously increased chances of rescue in case of disaster. The means is a mechanical watchman that never sleeps. This sea guardian is in form of permanently set alarm. When any ship sends out radio distress signal new RCA device rings alarm bells on bridge in radio operators' and officers' quarters of all ships within calling distance (1000 miles or more). Radio operator then tunes in distressed ship, learns nature of trouble and location. Nearest ships change courses to give aid. Many catastrophes at sea even since the invention of radio could have been made much less serious if the automatic "SOS" had been available at the time. Its rapid adoption by vessels all over the seven seas will vastly increase safety for sailors and travelers. So keen is interest among ship owners in the RCA Auto Alarm, as the automatic "SOS" is called, that at present time Radiomarine has more than seven hundred orders for this equipment. It is predicted that within a short time all ships will have this equipment. First interest in radio was as means of contact with ships at sea. RCA quickly saw possibilities in broadcasting to public. Creation of National Broadcasting Company and development of networks followed. Today NBC stations number 136.

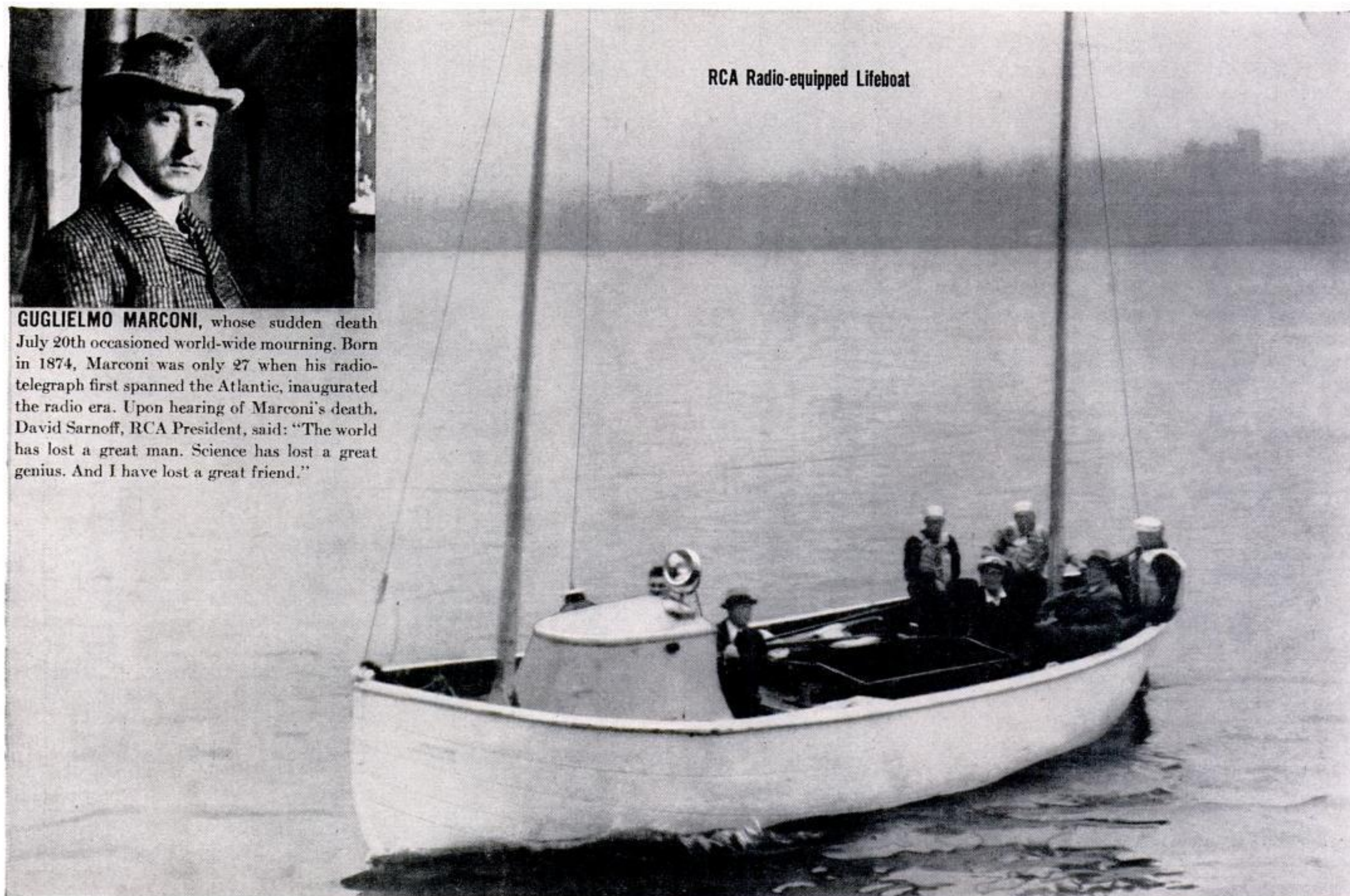


Sea Guardian Never Sleeps—This picture shows I. F. Byrnes, designer of RCA Auto Alarm, testing set in RCA marine radio laboratory. This device receives radio impulses from ships sending out distress signals. If receiving operator is off duty, alarm rings on bridge and in other parts of ship. RCA engineers invented this and many other ways of making sea safer.



GUGLIELMO MARCONI, whose sudden death July 20th occasioned world-wide mourning. Born in 1874, Marconi was only 27 when his radiotelegraph first spanned the Atlantic, inaugurated the radio era. Upon hearing of Marconi's death, David Sarnoff, RCA President, said: "The world has lost a great man. Science has lost a great genius. And I have lost a great friend."

RCA Radio-equipped Lifeboat

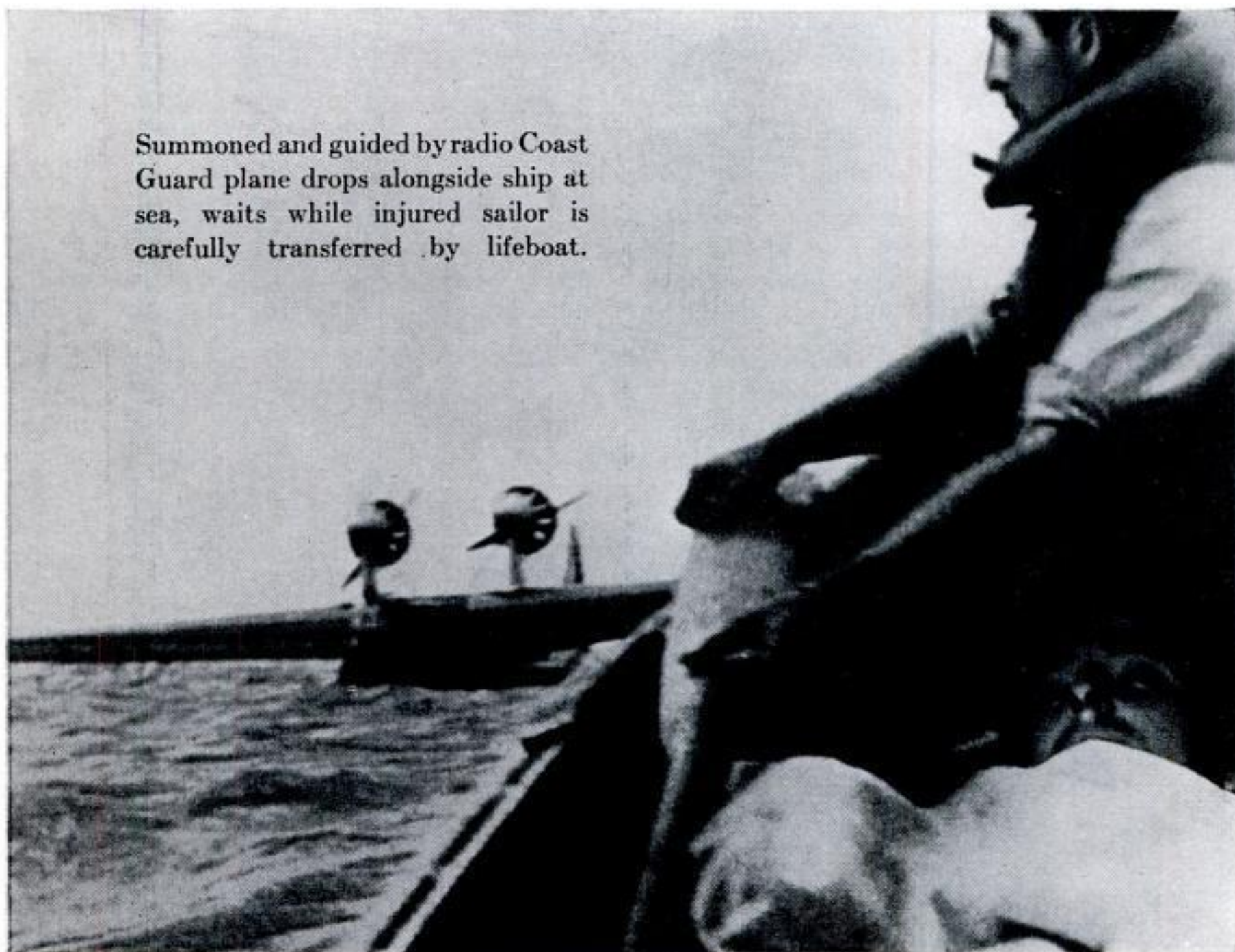


Radio for Lifeboats!—Newest safety idea for seafarers is waterproof two-way radio set built into lifeboats. This RCA development is housed under hood at bow of boat, is always ready for use. After lifeboat leaves ship, officer in charge can use radio to make contact with rescue vessels. Set has radius of about 60 miles thus covering 120 mile

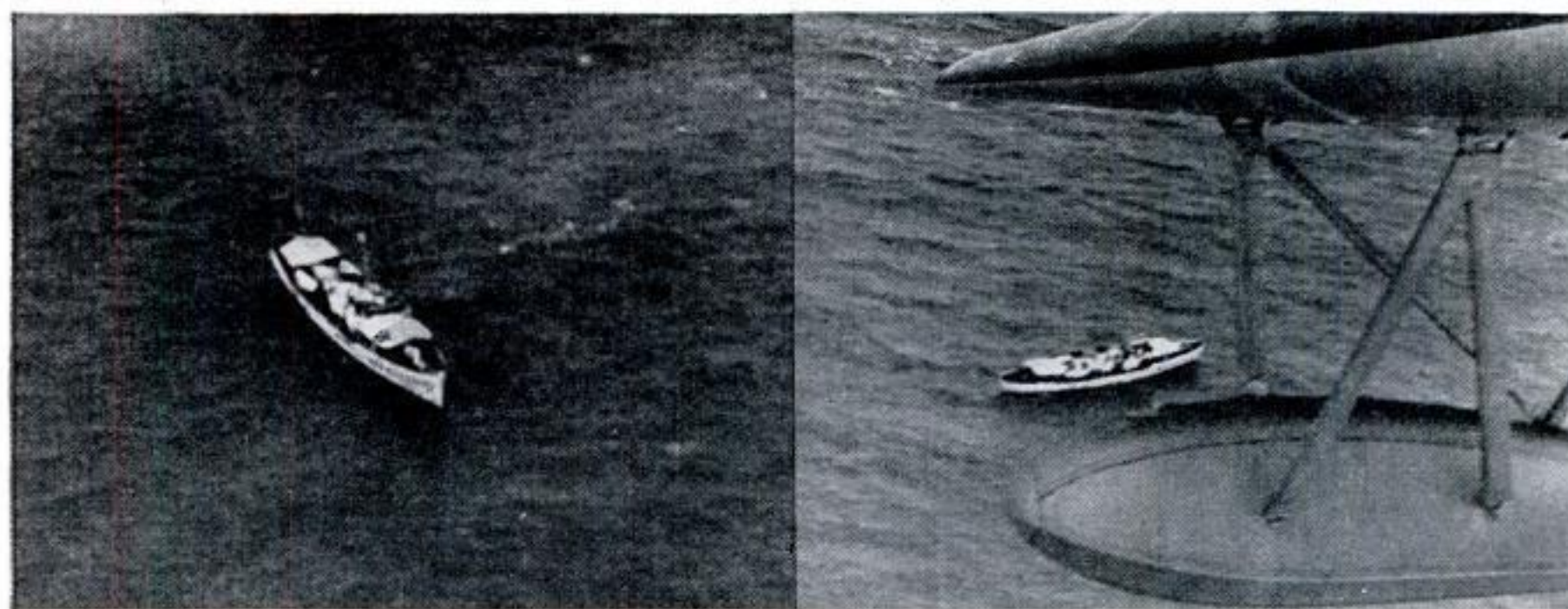
circle. On stormy seas lifeboats may drift far from wreck, and be widely scattered. This new RCA radio virtually assures rescues. Lifeboats having this equipment are inspected regularly and the radio apparatus is kept in working condition at all times. This RCA service extends radio protection far beyond hopes of radio's pioneer inventors.

SAVING A LIFE VIA RADIO

Summoned and guided by radio Coast Guard plane drops alongside ship at sea, waits while injured sailor is carefully transferred by lifeboat.

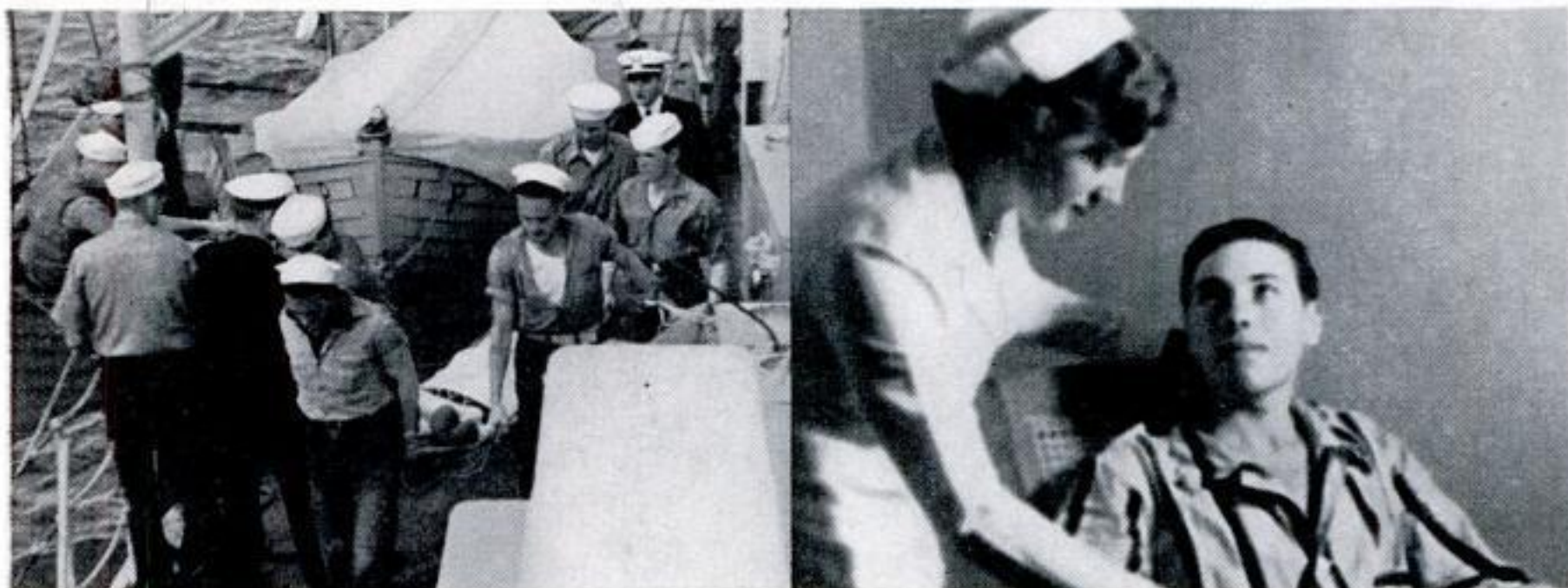


Another Way RCA Saves Lives at Sea—Desperately ill or injured men are no longer shut off from hospitalization by miles of water. Coast Guard plane called by radio flies far out to sea to take stricken seaman to land. Then plane flies to land and patient is rushed to hospital for proper medical or surgical attention.



A Speck on the Vast Waters—But guided by radio, smart Coast Guard airman locates ship. Note awning to protect ship's decks from fierce tropical sun.

Merciful Aid on Wings—Plane circles and drops down closer to ship as droning of motor spells help to injured sailor. Without radio, he would be hopeless.



Willing Comrades Tenderly Carry Pal—In a few minutes he will be aboard swift Coast Guard plane, and on his way to hospital. For greater comfort, patient is carried in special basket-like stretcher.

Convalescent Because Radio Brought Help—Here is same patient. Now he is sitting up in hospital. Without radio he would have been entered on ship's log under tragic statement, "Buried at sea."



**INSTANT MESSAGE
COMMUNICATION**

to 45

FOREIGN LANDS "VIA RCA"

Trans-oceanic RCA radiogram service to 45 foreign countries provides you with a means of swift message communication that conquers all obstacles of time and distance. You can also use "Via RCA" service between eleven American cities—and get more words for your money. Next time—send it "Via RCA."

**RCA
COMMUNICATIONS, INC.**

"Via RCA" messages from any of our own offices
or any Western Union office

**KEEP IN TOUCH WITH
FRIENDS AT SEA**

Another RCA service... Radiograms to ships on the seven seas are reasonable in cost... can be sent regardless of distance. Call any RCA or Western Union office.



More—LISTEN—to come—This magazine within a magazine is published monthly by the Radio Corporation of America, Radio City, N. Y. RCA, the only organization engaged in every phase of radio and sound, presents on these pages the latest and most dramatic stories uncovered in the many fields in which this organization plays an active part. Stop, look and "listen" each month. Keep informed with "Listen." Its thrilling pictures and fascinating stories are yours to see read and enjoy without cost.

Copyright 1937 by Radio Corporation of America

Biggest Radio News in 7 Years!

RCA Victor

ELECTRIC TUNING

SENSATIONAL! AMAZING! MODERN!

Here's the instrument you've always wanted!

NO DIAL TWISTING!

NO GROPING! NO GUESSING!



*Push a Button—
there's Your Station!*

Tune your 8 favorite stations electrically at the set, or sit across the room and use Armchair control box (pictured at left). Which ever way you choose, you tune in comfort with RCA VICTOR Electric Tuning.

ARMCHAIR CONTROL

The small, handsome bakelite box (illustrated above) contains the mechanism for RCA Victor Armchair Control. With this optional addition to your set you can switch about from station to station as you please without once getting up from your chair.

ALL across the nation RCA Victor Electric Tuning is the biggest radio news in seven years.

Not since the famous 1930 Radiola have you had a chance to step up your radio enjoyment so surely, so easily, so completely as with an RCA Victor Electric Tuning instrument.

Whether you sit or stand before this radio, its brilliant, exclusive Straight-Line Dial looks you right in the eye. Your favorite stations wait the push of a button.

Already Leading in Popularity!

Thousands of this new RCA Victor Model 811K are already delighting owners throughout the country.

Besides the fascination of Electric Tuning, their performance as musical instruments is sensationally fine. Each has the new Sonic-Arc Magic

Voice, which is radio's finest expression made more tone-full, more mellow and life-like than ever.

The Price is Big News Too!

Biggest news about radio's biggest news is that you can afford to own an Electric Tuning RCA Victor. Your family can enjoy its enchanting performance, its easy modern tuning, its astounding station coverage, its superb tone. The reasonable price of Model 811K, together with generous trade-in allowances and really easy terms makes it possible for almost every family to own one of these superb instruments.

Visit your RCA Victor dealer. Test Electric Tuning. Hear the Sonic-Arc Magic Voice. Examine the lovely finish, the splendid design, the fresh new styling of these glorious radios. You'll want one. You can afford it.



New RCA Victor Model 811K with Electric Tuning... Sonic-Arc Magic Voice... Straight-Line Dial... Magic Brain... Magic Eye and RCA Metal Tubes... Available with Armchair Control—A gloriously toned radio.

\$1500
DOWN

WHAT RCA ALL THE WAY MEANS TO YOU

In this 6 page advertisement, LISTEN has given you a brief glimpse of some of the services of Radio Corporation of America. Into each RCA Victor Radio goes the skill, knowledge and experience of the greatest radio research organization, the only organization that does everything in radio... Transmission, Communication, Reception. When you own an RCA Victor, you enjoy the only radio set that is **RCA ALL THE WAY**... you get extra value at no extra cost. Read LISTEN every month—the magazine of RCA.

RCA presents the "Magic Key" every Sunday, 2 to 3 P. M., E. D. T., on NBC Blue Network

RCA Victor



**BACKED BY THE EXPERIENCE OF RCA IN
SERVING THE WHOLE WORLD THROUGH RADIO**

A SERVICE OF RADIO CORPORATION OF AMERICA

550 TONS OF CANADIAN ORE ARE REDUCED TO ONE \$25,000 GRAM OF RADIUM



1 Radium City is a huddle of log shacks on the shore of Great Bear Lake (upper left). In the left foreground is the bunkhouse with steam heat, electric lights, hot and cold running water. The mill, power plant and fuel tanks are in the background. The radium plant is Diesel-powered.



2 Rich vein of pitchblende looks like this, 590 ft. underground. Miner points at a sliver of ice, probably millions of years old.



3 This narrow sloping tunnel gives the miners access to winding vein ore. At top, a breast of lustrous radium-bearing material.



4 The radium ore arrives at the surface looking much like anthracite. Preliminary sorting is done by hand. Then the ore is crushed to powder, mixed with water. A jig table separates rock particles from uranium concentrates.



5 While bagging uranium for shipment, operator wears mask as a guard against radium dust.



6 Bags of concentrates await the July and August thaw for southern shipment. Nevertheless, mining operations continue all year around.



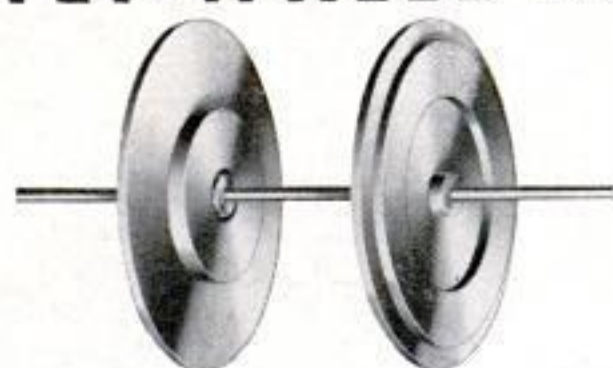
7 Radium King (above) and Radium Queen during summer tow barges full of uranium concentrates 1,400 miles through Great Bear Lake, down Mackenzie & Slave Rivers to Waterways, Alta., the nearest railhead. The precious dirt then goes by rail to Port Hope.

CONTINUED ON NEXT PAGE

AN ENTIRELY *New* PRINCIPLE OF GOLF BALL CONSTRUCTION



FLY-WHEEL ACTION



Spin the Hol-Hi K-28 fly-wheel demonstrator at your pro's or Wilson dealer's. It proves how and why this great Wilson ball can lower your score.

HOL-HI **K-28**

**GENE SARAZEN
WINS**

CHICAGO'S \$10,000 OPEN

Playing Hol-Hi K-28 and Wilson Clubs

Other important 1937 wins for Hol-Hi K-28 and Wilson Clubs are:

METROPOLITAN OPEN, won by Jimmy Hines;
P. G. A. CHAMPIONSHIP, won by Denny Shute for the second time, Jug McSpaden runner-up . . .
NATIONAL OPEN, won by Ralph Guldahl.

WOMEN'S WESTERN OPEN, won by Helen Hicks;
1937 BRITISH OPEN AND AMATEUR CHAMPIONSHIPS, both won by players using Wilson Golf Equipment.

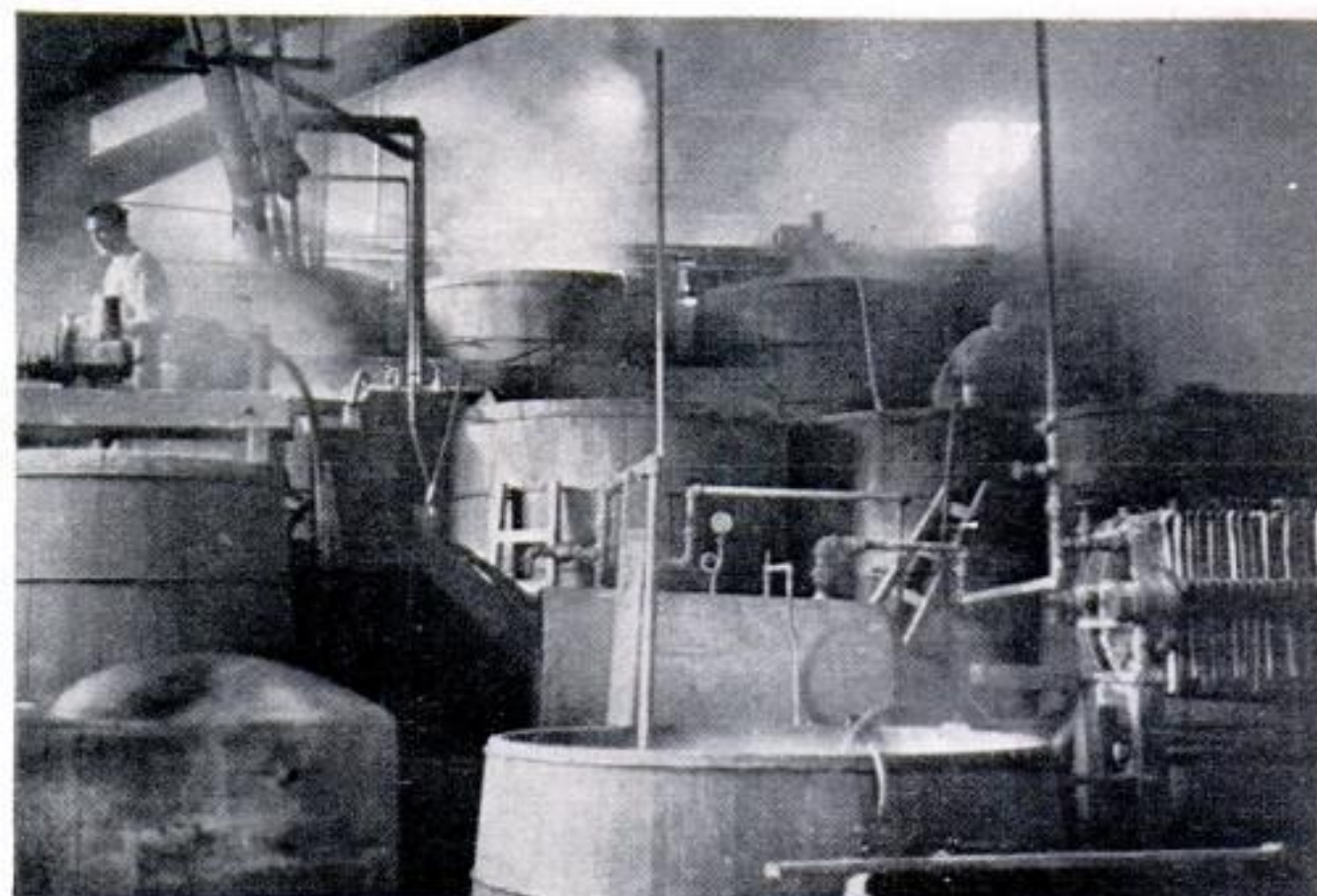
Players whose names are mentioned are retained by Wilson on their Advisory Staff

Wilson
GOLF EQUIPMENT

By this mark  you shall know
fine golf equipment

WILSON SPORTING GOODS CO. • CHICAGO, NEW YORK
. . . and Other Leading Cities

RADIUM IS PROCESSED HERE *(continued)*



8 Reaction vats at Port Hope boil the concentrates in acids, separate radium from its parent, uranium, which is used as an oxide to color glass and potteries. Solvents and hydrochloric acid remove silver, copper, iron and aluminum.



9 A solution of radium to which large quantities of barium have been added simmers in monel pails. This is one of the more than 23 evaporations in the fractional crystallization process of separating the radium from the barium.



10 Hydrobromic acid is added to this solution similar to chocolate soup to make a radium-barium bromide.



11 Filtering the solution is the last step before breaking up the radium-barium friendship in laboratory.

CONTINUED ON NEXT PAGE

SPOTLIGHT ON WASHINGTON!



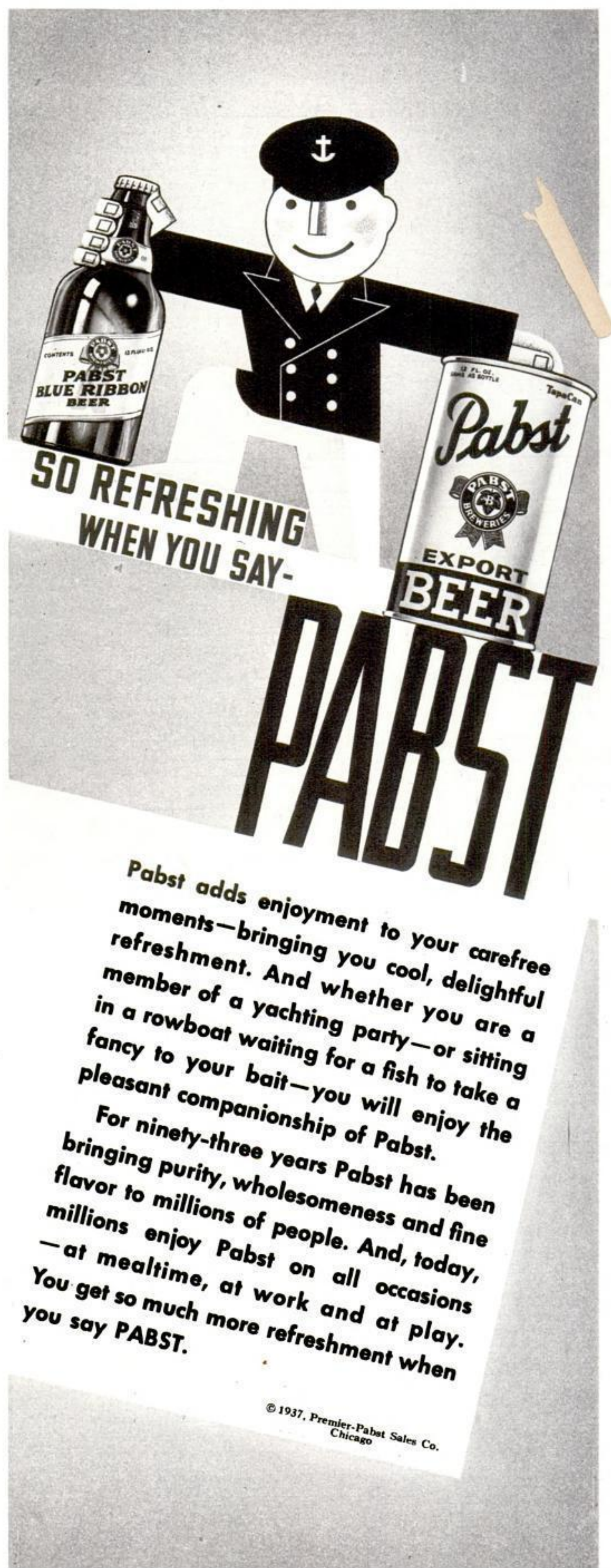
On wings and wheels and shoe leather they come — *Rich Man, Poor Man, Beggarman, Thief*—to see about stock juggling in New York, price fixing in San Francisco, relief administration in Denver. *Doctor, Lawyer, Labor Chief*—to argue an art project for New Hampshire, a thirty-hour week for Detroit, a new dog pound for Peachtree Junction . . .

All roads lead to Washington—great, three-ringed circus of America—with a continuous performance and a cast of 120,000,000!

Each day, each week the big show changes—sometimes with shocking suddenness. But whatever the next crucial development may be, TIME is a front row seat to the tremendous, marching pageant of the news . . . a seat from which you can catch all the stirring, laughable, heroic, pitiable things that make the great show so complex and so hard to follow without TIME's help.

TIME
The Weekly Newsmagazine

15 CENTS AT NEWS STANDS



**SO REFRESHING
WHEN YOU SAY-
PABST**

Pabst adds enjoyment to your carefree moments—bringing you cool, delightful refreshment. And whether you are a member of a yachting party—or sitting in a rowboat waiting for a fish to take a fancy to your bait—you will enjoy the pleasant companionship of Pabst.

For ninety-three years Pabst has been bringing purity, wholesomeness and fine flavor to millions of people. And, today, millions enjoy Pabst on all occasions—at mealtime, at work and at play. You get so much more refreshment when you say PABST.

© 1937, Premier-Pabst Sales Co.
Chicago

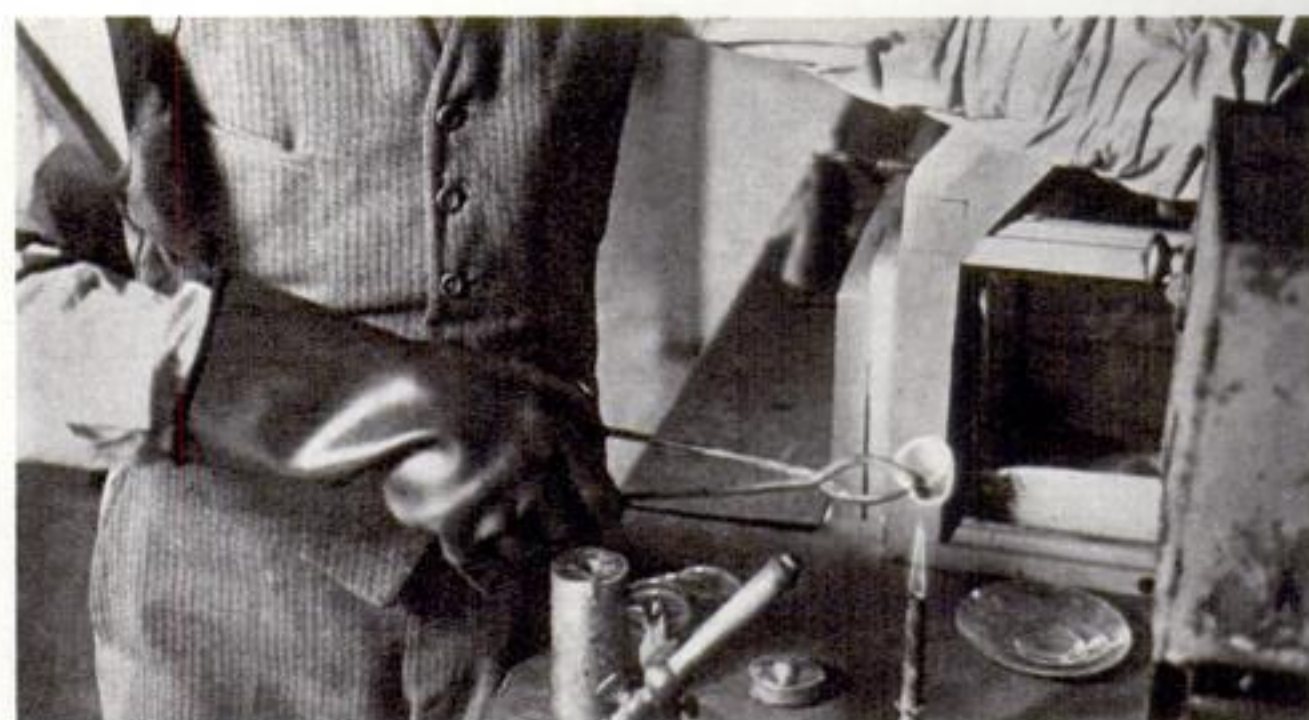
CHEMISTS MAKE RADIUM SALT *(continued)*



12 Chemist washes radium-bearing crystals with an atomizer. Successive solutions each contain a higher concentration of radium. Lead-impregnated gloves are worn because of the dangerous alpha, beta and gamma rays of radium.



13 Cooling a hot solution of radium bromide by blowing on it. The radium is in the little beakers behind the window. The operator blows from a distance to avoid inhaling the dangerous radon fumes, which are radium emanations.



14 Finished commercial radium salt (90 per cent radium, 10 per cent barium) is in this beaker where it is being dried over a flame before being sealed in a tube. The separating and refining processes took three weeks to complete.



15 Worth \$2,500, these 100 milligrams of radium in a small glass tube will go to a hospital to be used for arresting the reproduction of cells in cancer growths. Radium will take 1,690 years to exhaust half its radioactive power.



International light-delivery units in $\frac{1}{2}$ -ton to 1-ton capacities, in three wheelbase lengths.



International 1½-ton Model D-30 with special panel-stake body. Several other models for the medium-duty field.

International Cab-Over-Engine Model D-300—a new high standard for close work in crowded traffic.

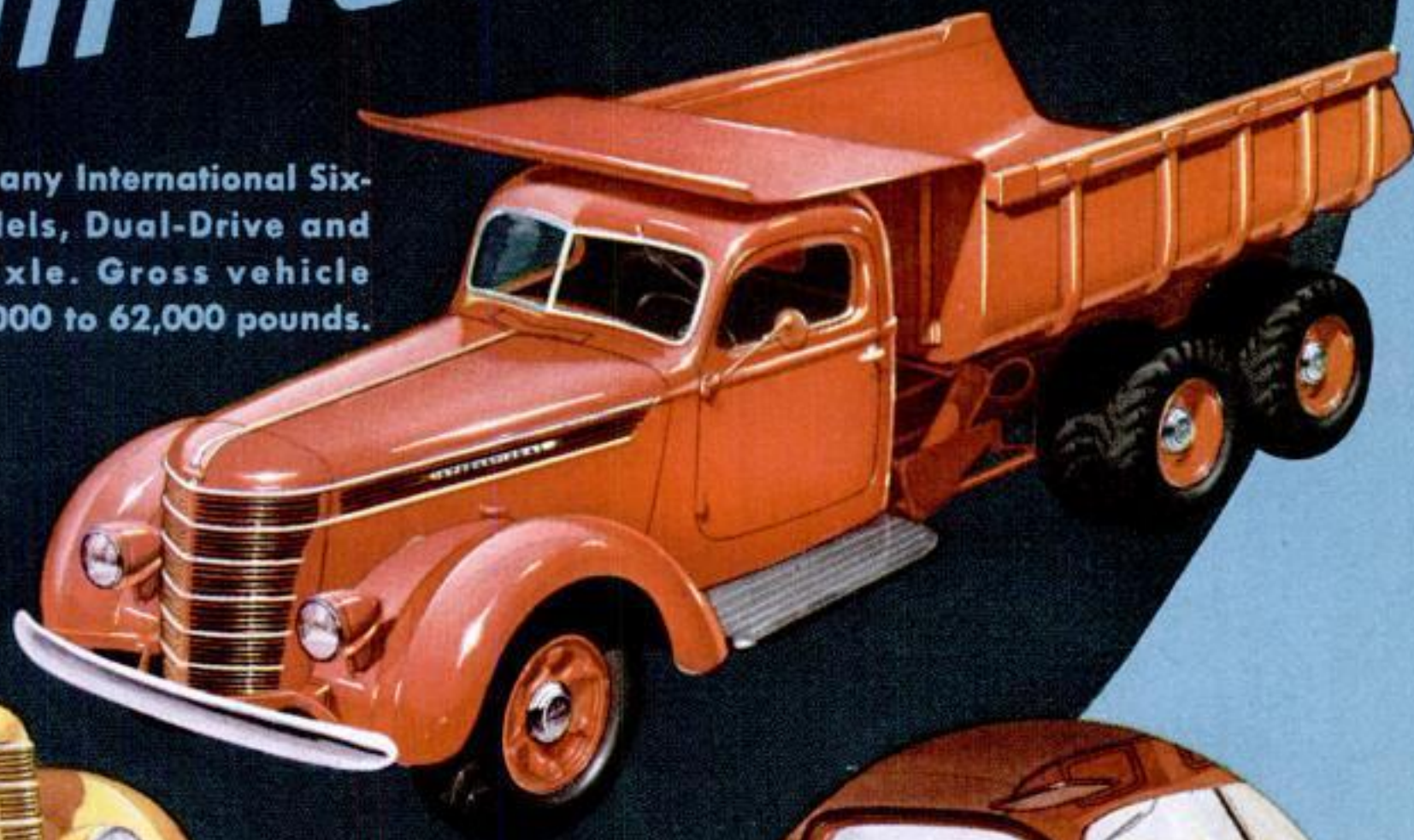


International Truck Sales Tripled on New Line

There are many International Six-Wheel models, Dual-Drive and Trailing-Axle. Gross vehicle weights 18,000 to 62,000 pounds.



Above: An International 3 to 4-ton Truck-Tractor. International Harvester sells twice as many heavy-duty trucks as any other manufacturer.



ALL-STEEL CAB
in Every New
INTERNATIONAL TRUCK

The All-Steel Cab is one of the many advanced features in the new International line. Illustration above shows the interior of the roomy, well-appointed de luxe cab. Driver comfort, clear vision, and safety are assured in every International, Half-Ton up.

EXCEPTIONAL styling in the *new* International Trucks speaks for itself and INTERNATIONAL HARVESTER speaks for what is underneath—new engineering, advanced efficiency *throughout*.

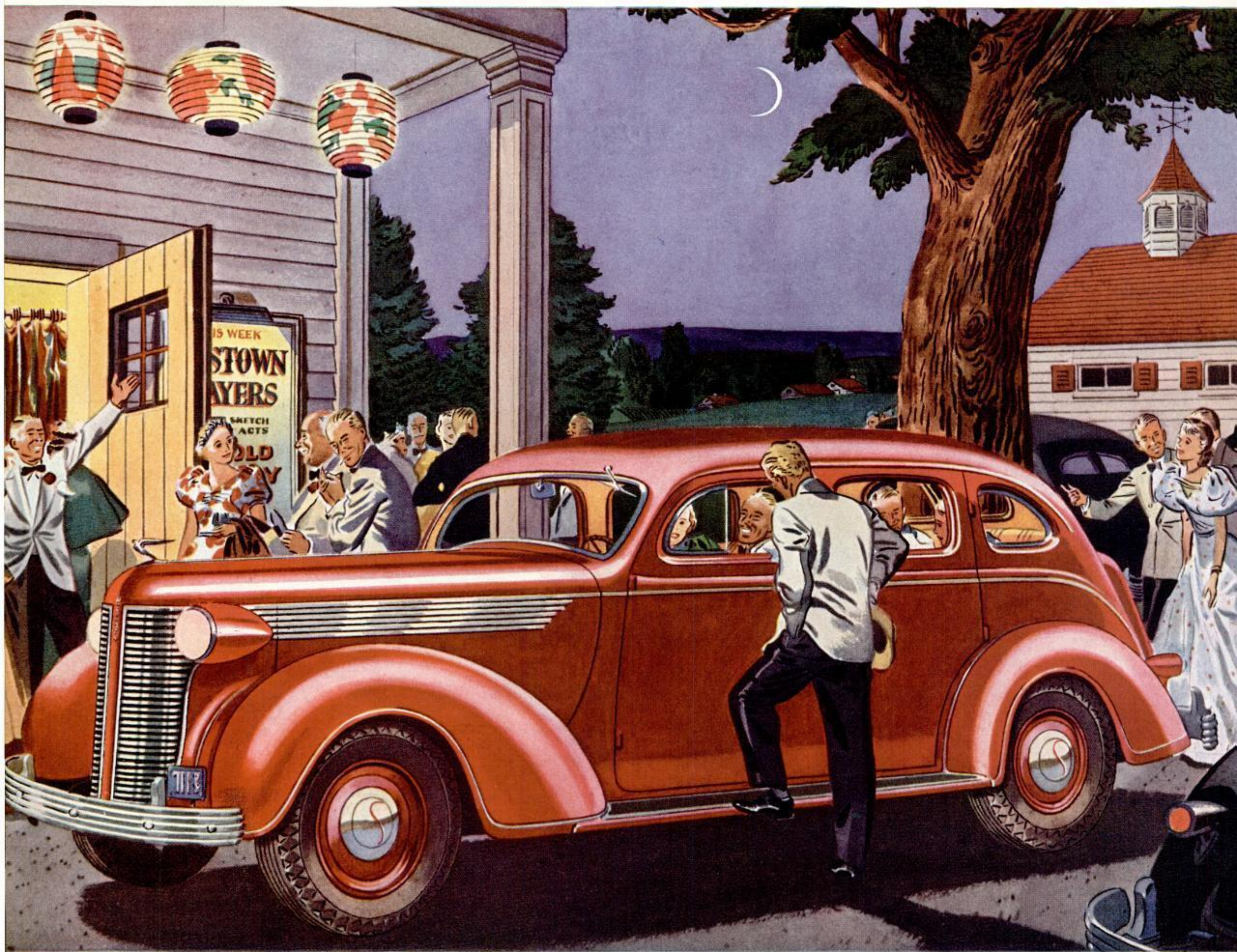
There is the key to what has taken place in the busy months since introduction of this new complete line. Public response has been immediate and convincing. Truck users have registered their approval in a flood of orders *three times as great* as ever before in the long history of International Truck manufacture.

All models in the line are now in full production in our three truck plants. The illustrations above show five representative units. There are 21 more, fitting the widest range of hauling needs. Wheelbases in 79 lengths; bodies for all loads. Sizes, light Half-Ton to powerful Six-Wheelers. If you haven't yet had an opportunity to inspect the new Internationals in detail, see the trucks on display at the nearest branch or dealer showroom.

INTERNATIONAL HARVESTER COMPANY
Harvester Building (INCORPORATED) Chicago, Illinois

INTERNATIONAL TRUCKS

SMARTEST CAR IN THE LOW-PRICE FIELD



Not Only Smart to Look at...But Smart to Buy!

ONE GLANCE TELLS YOU that De Soto is smart in appearance...

But is it a "smart" buy? What does it cost?

Actually, today's De Soto...bigger, smarter, roomier than ever...sells for only a few dollars more than the lowest-priced cars...really gives you *more* for your automobile dollar.

That's the reason, we believe, why more and more thousands every month are selecting De Soto in

preference to smaller cars in this low-price field.

They are getting De Soto's *big-car* performance at *small-car* operating costs. A typical owner sums up the point: "I get better mileage with my big De Soto than I used to get with my small car...and as for riding comfort, De Soto's got them all beat."

See your dealer today. Find out how easily you can own "America's Smartest Low-Priced Car." DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

"I THINK YOUR NEW
DE SOTO'S WONDERFUL!"

"THANKS—AND WOULD
YOU BELIEVE IT'S PRICED
JUST ABOVE THE LOWEST?"

"HEARD ABOUT DE SOTO? IT'S NOW PRICED
JUST ABOVE THE LOWEST!"

HIGH LIGHT FEATURES: 1. New 93-h.p. "Economy Engine." 2. New ride...with 14 "Float" Body Mountings and "Airplane-type" Shock-absorbers. 3. First complete Sound-Proofing. 4. Safety-Steel Body, one-piece steel top. 5. Genuine Hydraulic Brakes. Ask for Official Commercial Credit Company Finance Plan.

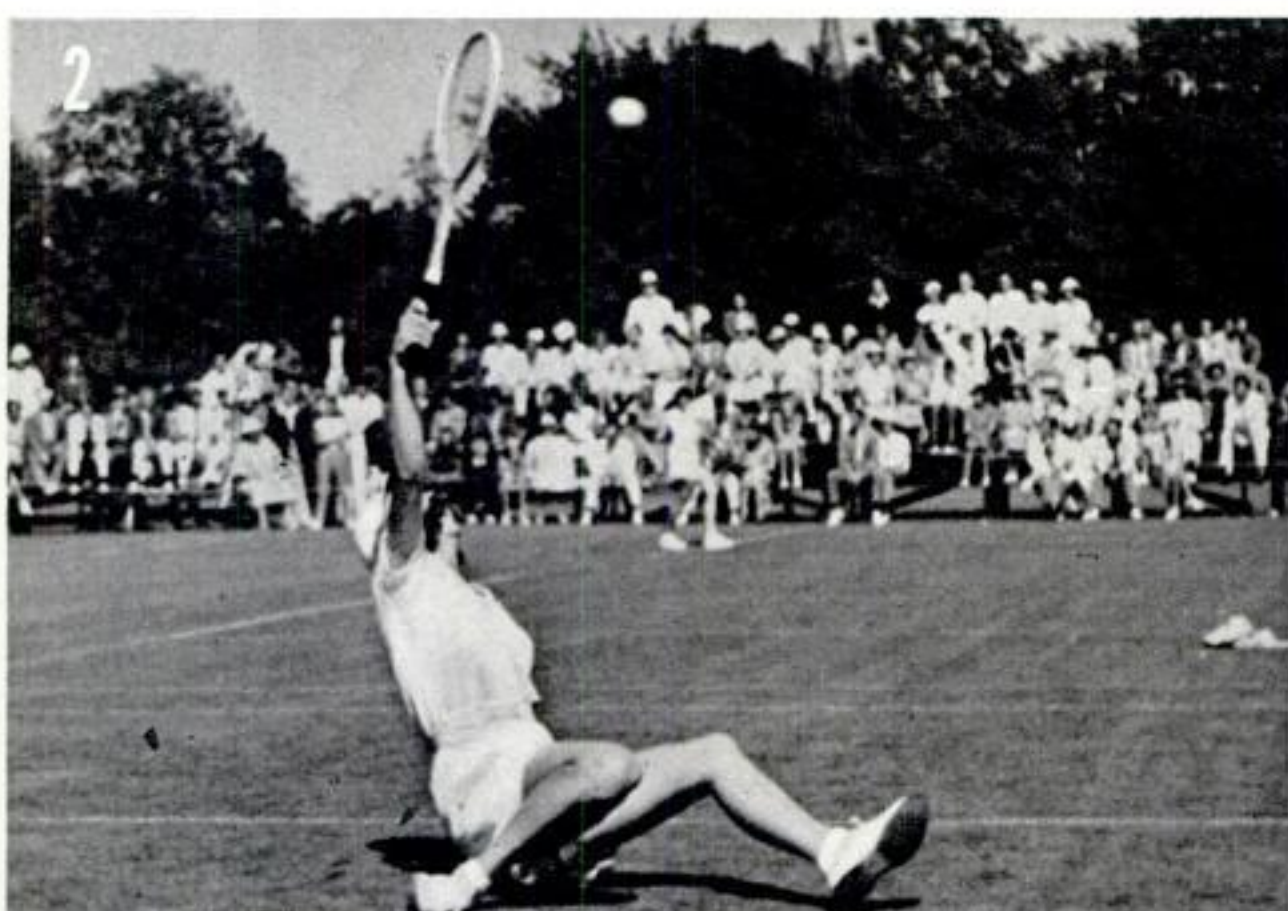
TUNE IN MAJOR BOWES' AMATEUR HOUR—
Columbia network, Thursdays, 9 to 10 p.m., E.D.S.T.

DE SOTO
*America's Smartest
Low-Priced Car!*



MARBLE TAKES A TENNIS TUMBLE

In a doubles match at Seabright, N. J., July 28, Tennis Champion Alice Marble slipped near the side lines (1), reached up (2), returned ball (3) and, laughing (4), fell back (5). She lost this match but two days later won the singles finals from her Polish nemesis, Jadwiga Jedrzejowska.



Does it *mix*?

It is a **mixing** gin, we think, when you neither **smell** nor **taste** it in the finished drink

IN A SMOOTH TOM COLLINS, gin must balance the contrasting flavors of lemon and sugar—never weigh them down with a heavy “ginny” taste or smell.

Mixed drinks are an American idea. To meet the American taste for smooth mixed drinks, Fleischmann's Gin is distilled especially for *mixing*—from American grain.

Fleischmann's is the original American gin, established 1870. Our secret formula makes it the real American Mixer. Buy a bottle. And when you order a Tom Collins, say: “Make it with Fleischmann's.” The Fleischmann Distilling Corporation, Peekskill, N. Y.

Also Fleischmann's Sloe Gin, 65 Proof
Copr., 1937, by The Fleischmann Distilling Corporation

THE REAL
AMERICAN
MIXER
90 PROOF
4/5 Quart





GRASS CONCERT AT ALOHA

The way to give a grass concert is to vibrate a blade of grass between your thumbs by blowing on it. Boys are better at it than girls. But the fact that these girls at Aloha Camp, Fairlee, Vt. are doing it is

an interesting commentary on girls' camps in general. For girls' camps try very hard to be like boys' camps. They play the same sports. They learn the same woodcraft. They even wear much the same clothes.

YOUNG AMERICA (3,000,000 OF THEM) IS SPENDING THE SUMMER AT CAMP

Summer vacation this year means two months of camp life for some 3,000,000 U. S. youngsters. Though organized child camps go back to 1877, never before have there been so many of them, never before have they been so widely patronized. One reason is that the modern camp is no longer mere undirected play. Educators have injected into it ingenious methods for teaching without diminishing fun. At seashores and in woods, in camps swank and plebeian, children not only swim, boat and hike, but also study nature and woodcraft. On these and the following pages are pictures of three upper-class camps. Their grounds are somewhat more elaborate, they boast more gadgets, have stables of riding horses and their counselor staffs are larger, but otherwise they differ little from the less expensive variety. Two of the camps belong to the Aloha group in Vermont, which pioneered in children's camps 32 years ago. Now there are four of them specializing in boys and girls of different ages. Among their appurtenances are two Russian cavalry colonels for teaching horsemanship, a fencing master, an auditorium for home-made dramatics, sailboats, houseboat, viking boat and canoes. For a two-month season in a fashionable woodland retreat, campers pay anywhere from \$200 to \$375.



Camp mother at the Aloha Camps is Mrs. Edward L. Gulick. Thirty-two years ago she and her husband started with a farmhouse. Now there are four elaborate establishments.



Tennis courts are a *sine qua non* for every good summer camp, rich or poor. Here a young Aloha camper, in conventional camp garb, tightens the net for an afternoon match.

A CABIN AT ALOHA HOUSES FOUR GIRLS, THEIR TRUNKS AND A COUNSELOR. OTHERS LIVE IN TENTS ON RAISED PLATFORMS (BACKGROUND)



CONTINUED ON NEXT PAGE

CAMP DUDLEY FOR BOYS IS OLDEST



The Bible is read to a cabin group at vesper time by Counselor Frank Curtis at Camp Dudley, Westport-on-Lake Champlain, N. Y., founded under Y. M. C. A. auspices in 1885.

Juniors of 10 to 12 years get a vigorous workout with boxing gloves at Camp Dudley. "Slugging matches" are taboo. Exercise, sun and fresh air are summer camps' selling commodities. They give young campers tan, muscle and health for a long winter in city schools.



Camp counselors become big brothers, guides, teachers and father confessors for their 4 to 7 campers during summer months. All of them are college graduates and undergraduates.

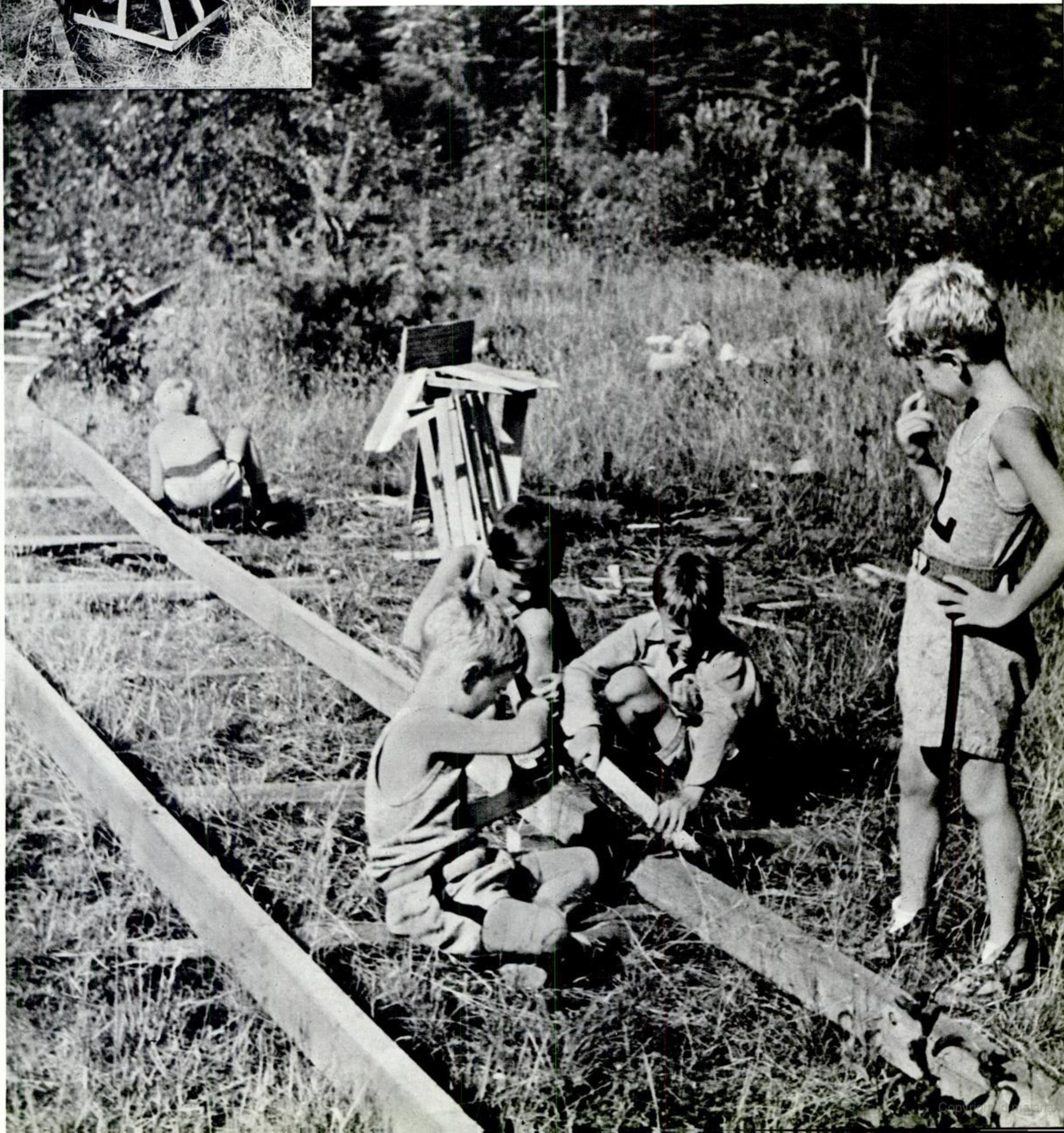
The kitchen and dining hall, the backbone of every camp, require skilled management. Scooping out ice cream for Dudley's 235 campers is no easy job. Meals in summer camps, swank and plebeian alike, are simple and solid, and are served without benefit of napery.



LANAKILA CAMPERS BUILT A WOODEN RAILROAD

Best U. S. summer camps have distinguishing characters of their own. Life Camps for New York slum children (see pages 81-86) specialize in small camp groups, each more or less self-sufficient. The four Aloha Camps in Vermont offer a rich diversity of fun and relaxation. Camp Lanakila, Aloha Camp for boys 6 to 14, specializes in play gadgets, many of them built during summer by campers themselves. Most prized is the 13-year-old Norse viking ship, called *Leif Ericson*, on which campers sail Lake Morey (see front cover). Other gadgets are a wind-

mill, a lighthouse, a pirate's den, wooden castle complete with watchtowers and ramparts. This year's contingent is repairing wooden tracks for the wooden locomotive bequeathed to them by the Camp Class of 1936. Christened *The Chic*, the locomotive has a barrel for a boiler, a tin can for a funnel, a twine holder for a bell. Eventually it will have metal wheels and a string of wooden cars, will run on muscle power 100 yards across the Camp grounds. Lanakila, like most progressive summer camps, thus teaches U. S. children how to do things by doing them.



THE CAMERA OVERSEAS: THE INDIANS DRAG THEIR JUGGERNAUT GOD ON A VISIT TO HIS WIFE

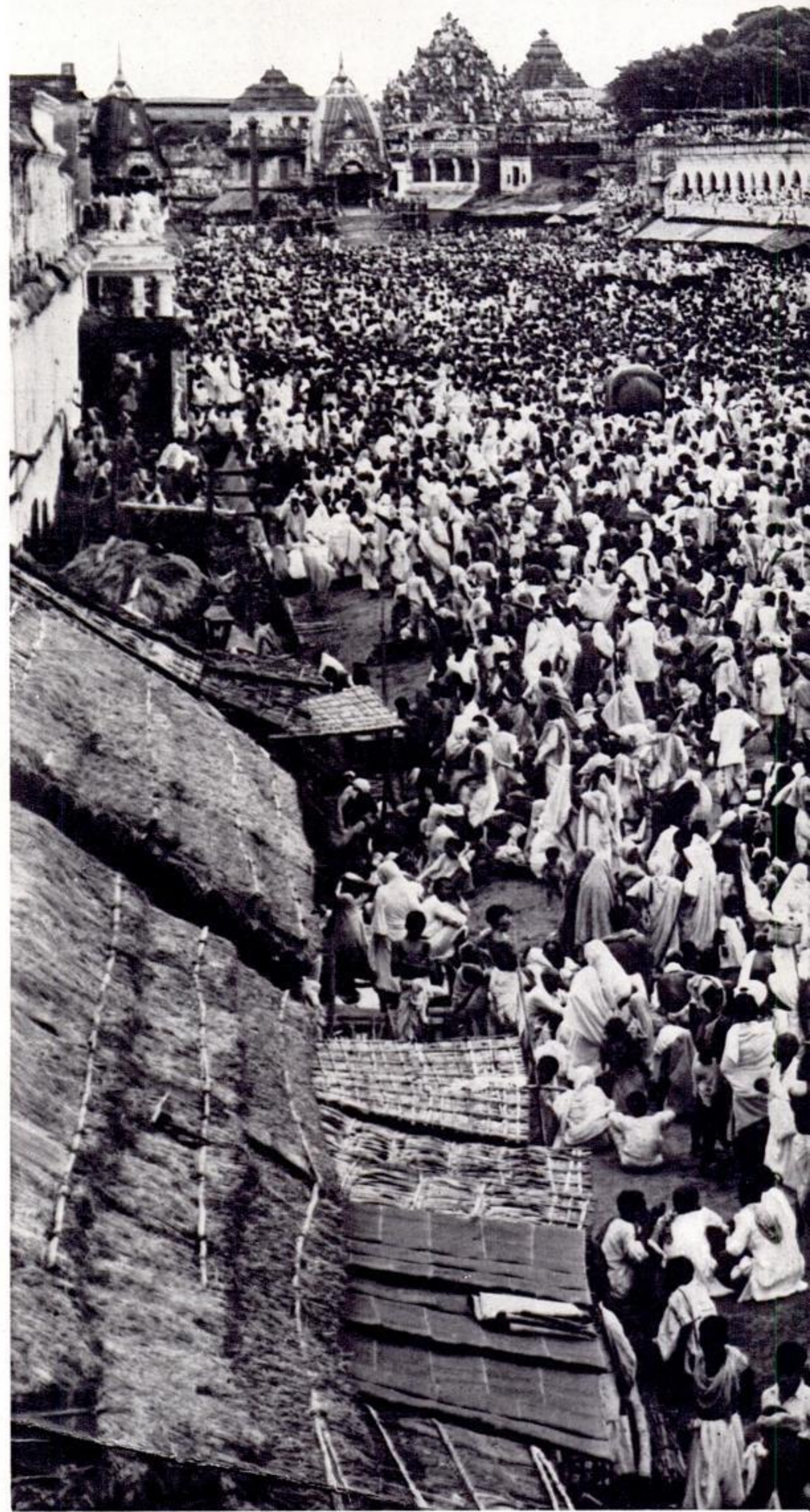
The vast crowd of Hindu pilgrims shown on these pages were gathered on June 23 at Puri on the eastern coast of India near Calcutta. They had come to drag for a mile three gigantic cars on which rested the god Vishnu, his brother Balarama and sister Subhadra. At Puri, Vishnu is worshipped under the name Jagannath from which comes the English word, Juggernaut, incorrectly used to mean an engine of ruthless destruction. A few insane pilgrims used to throw themselves under the wheels of the cars. Actually Jagannath is a life-loving god whose shrine is profaned by a drop of blood. The idea of the Car festival is to take Vishnu to his summer palace to see his consort, Lakshmi, for eight days.



The pickle-shaped float is the car of Balarama, brother of Jagannath, pulled by pious pilgrims. The god is inside—a yard-high block of wood representing a hideous black, oversized head with arms thrusting out from the ears. Jagannath is white, Subhadra yellow.



The three cars of the gods are in the background, ready for the one-mile trek. The permanent shrine is off the right of the picture. In foreground is a temple elephant, forehead gold with the red eye of Siva. Below, Jagannath's covered image is loaded into his car.



One hundred thousand Hindus are probably visible somewhere in this picture. At the end of the Baradand (Road for the Car of Jagannath), stands the god's car with those of his brother and sister. The images have been removed from the conical sanctuary, Baradeval, in right background, topped by the wheel and flag of Vishnu, which is Jagannath's right



name. The other pyramidlike buildings are anterooms of the Temple of Jagannath which was built in the 12th century. The popularity of Jagannath comes from the fact that he ignores India's complex caste distinctions and welcomes everybody. Rich pilgrims are in *ticca-gharries*, the boxlike cabs (*right centre*); middle-class pilgrims in the straw-covered

bullock carts shown in the picture at left. The cars are handled by 4,200 local professionals (*see left, top and bottom*) and most of the natives are Jagannath priests, temple attendants, boardinghouse keepers or the *pandars* who fan, sprinkle and coach pilgrims throughout the ceremonies. This crowd is in a high state of emotion, hot, happy and very noisy.

THE CAMERA OVERSEAS:



The pretty little woman at left is Gerda Taro, 25, Polish woman photographer whose best pictures are shown on these two pages. On July 26, she was killed in line of duty photographing the Spanish Civil War. She is probably the first woman photographer ever killed in action. And her pictures were some of the best out of Spain in the last year.

Already a score of reporters and cameramen have lost their lives reporting the Spanish Civil War. It is not for lack of courage that the war has been inadequately reported and photographed. Modern war uses propaganda as a weapon and both sides in Spain have ruthlessly censored news and pictures. Gerda Taro was frankly a propagandist for the Loyalists, taking pictures only behind the Government's lines. Her Paris newspaper for the past five months has been the Communist *Ce Soir*. Last year, she married a fellow photographer named Robert Capa. Capa's picture of a shot Loyalist (shown above) was used as a frontispiece in the July 12 LIFE.

Gerda Taro's last job was to photograph the great battle of Brunete, in which, between July 18 and 25 the Loyalists defended the salient they had cracked in the Rebel lines west of Madrid. The Loyalists took it, lost it, took it and lost it again. Gerda Taro left Brunete once on the final retreat, then decided to rejoin the Loyalist rear guard in Brunete. For an hour she crouched with a last battalion under the Rebel bombardment. Then she hopped on the running board of the car of Federated Press Reporter Ted Allen. Her death occurred in one of those unheroic ways that war also provides. A Loyalist tank headed for the front line careened into view, swerved into Allen's car and crushed Gerda Taro. She died next morning in the Escorial hospital.

PHOTOGRAPHER TARO IN MILITIAMAN'S OVERALLS NAPS BESIDE A SPANISH ROAD



On the Madrid front Gerda Taro and husband Robert Capa took this series of Asturian *dynamiteros* slinging dynamite. The fuse is lit by a comrade in an advance post of the Loyalist trenches in North Spain. Both were miners before the war. The *dynamitero* gives his homemade grenade a whirl in his homemade sling and lets it go toward the Rebel lines.

THE SPANISH WAR KILLS ITS FIRST WOMAN PHOTOGRAPHER



At Cordoba, Photographer Gerda Taro pushed up to the front lines to snap this machine gunner operating his gun inside a shaded dugout. A Rebel attack here in June failed.



French Communists, fighting for the Spanish Government in their trenches outside Madrid, willingly posed for their fellow Communist, Gerda Taro, with a fine pair of field glasses.



Last Taro picture showed Loyalist defenders at the Brunete railway station.

TARO WAS BEST AT SUCH PICTURES AS THIS OF A MADRID NURSERY IN THE MIDST OF WAR



At Segovia near Madrid, Taro, who was not afraid of gore, photographed a dead Frenchman on Government side.

THE CAMERA OVERSEAS: SWELLS MILL AND A WOMAN FAINTS AT KING'S LAST GARDEN PARTY

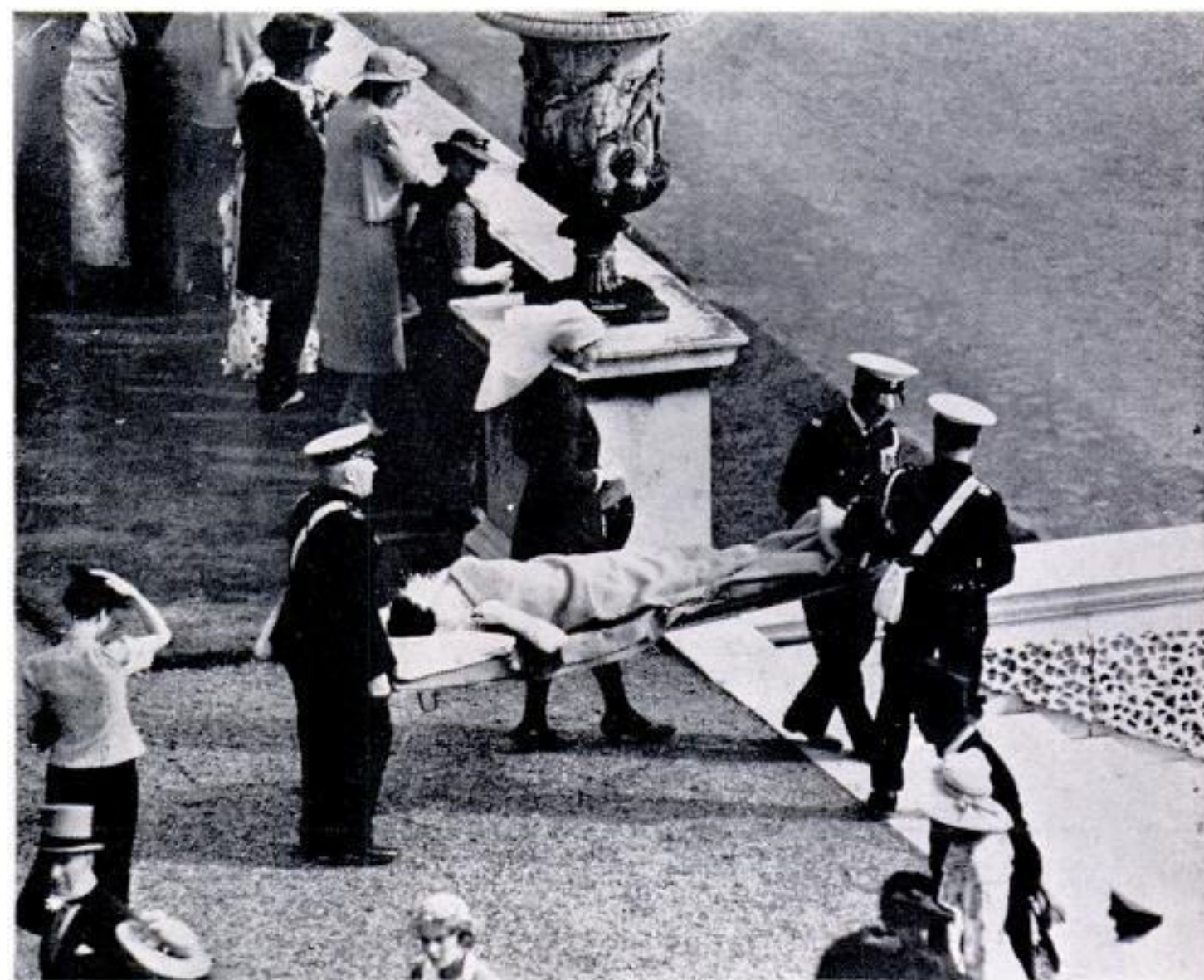


The British Royal Family trailed behind their headman, King George VI, at the last garden party of the season, July 22. The gaping, smiling crowd, who behaved badly, are British socialites, invited individually by the Lord Chamberlain's office. Reading from right are King George with gray topper, Princess Margaret Rose (in pink chiffon hat and dress), Queen Elizabeth (in beige georgette, beige fox fur), Queen Mother Mary (in gray), Duchess

of Gloucester (stone blue), Princess Mary (white hat), Duke of Gloucester, Princess Alice Countess of Athlone (flowers at shoulder). Two behind is Princess Alice's husband, the Earl of Athlone (with paper at mouth) walking with Princess Mary's husband. Princess Elizabeth was absent with a knee scuffed in a bicycle accident. Raspberries, tea, iced coffee, beer and claret cup were frugally supplied by the inexpensive Lyon's Tea Shops.



A woman fainted in the unmannerly crush at the King's garden party on the lawns of London's Buckingham Palace. Above, she is carried to a stretcher by Palace policemen. Notice the woman's boa neckpiece and the embarrassed aloofness of passers-by who do not stop.



A few moments later, the fainting guest has been laid out. The nurse who had already taken her purse has now also taken her crownless hat. One girl (with hand at hat) has stopped since the picture at left. Everybody is scrupulously careful to avoid staring.

THE CAMERA OVERSEAS: A LITTLE PARISIAN DROWNS IN THE SEINE

Paris is hot in July. The River Seine is gray and dirty but its waters flow cool from the plateau of central France. As it curves through Paris, it is set back from the streets by cobbled terraces below street level. On these, the poor children of Paris play out of the way of the street traffic and when the police look away jump into the Seine to swim. The Seine, however, is a fast-

flowing stream, full of whirlpools and eddies. One day last month the whirlpools caught the Parisian child shown below, who had jumped into the treacherous river several miles downstream from the Paris Exposition. The man carrying his body is a fireman, as is the helmeted man in right background. They arrived in time to fish his body out after the river had twirled it again to the surface.



YACHTING:

Page 66

A Big Storm On Lake Michigan Disrupts Chicago-to-Mackinac Race



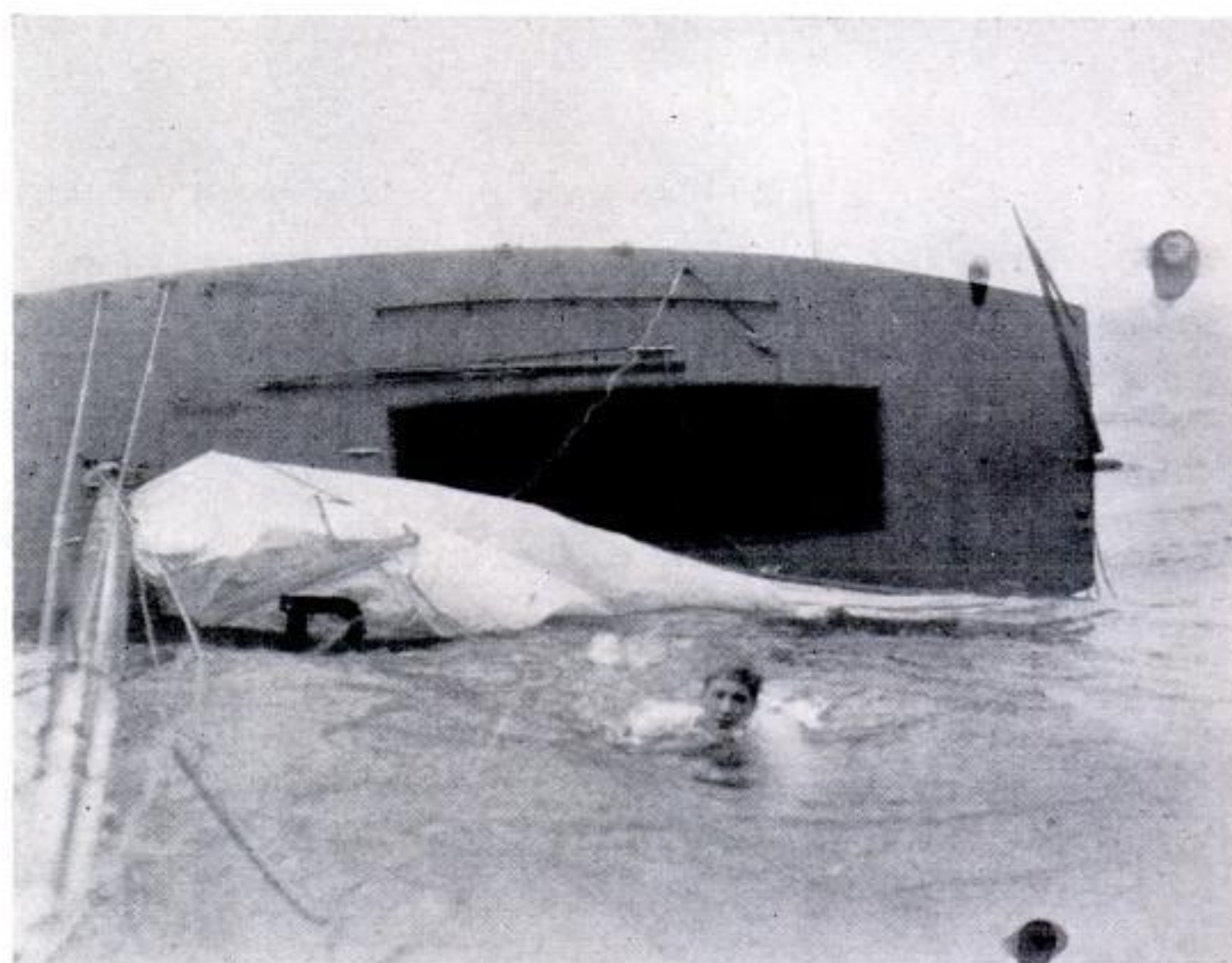
Maruffa was one of 42 boats which sailed out of Chicago July 24 for the annual 331-mile run over Lake Michigan to Mackinac Island, Mich. on the longest fresh-water race in the world. Second day out, a storm came out of the northwest. *Maruffa's* crew pulled on oilskins and sou'westers, took in sail as Helmsman Clark Wright studied the canvas (above).

The wind blew up to 60 m. p. h. and the "worst storm in 20 years" lasted 21 hours. When it was over, *Maruffa* and 33 other boats were out of the race. Leading the eight boats that finished was *Rubaiyat*, last year's winner. The storm made this race far more exciting than any of *Ranger's* four straight America's Cup victories over *Endeavour II*.

A BIG SQUALL ON LAKE OKOBOJI CAPSIZES 33 RACING BOATS



Rain, wind, hail pelted Lake Okoboji, vacation spot in northwest Iowa, on July 31 when 35 small sailboats were out for a race. Youthful yachtsmen, many of them girls like the sailor in centre above, struggled to take in sails as the sudden waves beat over the boatside.



Overturned were all but two of the boats on Okoboji. No one was drowned, crews wisely sticking to capsized hulls until motorboats rescued them. The skipper above abandoned his boat to swim to the one from which Photographer George Yates took these pictures.



"GUILTY!"

IT'S hard to prove just what happened, after a blowout hurls your car into another—and juries may turn in verdicts that carry a crushing penalty. Your only real protection against the ever-threatening blowout danger is LifeGuard* Tubes—Goodyear's remarkable invention that makes a tire-splitting burst as harmless as a slow leak!

With LifeGuard Tubes you have no fight to keep your car under control when a tire blows wide open. You hear the telltale "Bang!"—but nothing happens!



"Recently while driving at 80 miles an hour with LifeGuard Tubes my right rear tire blew out," writes Mr. E. F. Granberry of Rison, Arkansas. "I heard the report but had no difficulty in keeping on the road and coming to a stop in about three-quarters of a mile. If I hadn't heard it I wouldn't have known I had a tire failure. I wouldn't be without LifeGuards if they cost \$100 each."

There is no sudden swerve, no terrifying lurch that tears 'the wheel from your unsuspecting hands. The patented "inner tire" (see diagram) retains enough air to hold up your tire, to keep your car going straight *until you can slow down to a safe, unburied stop!*

Your family needs LifeGuards' certain protection because there is no such thing as a blowout-proof tire, because blowouts are dangerous even at normal driving speeds. Ask your Goodyear dealer about LifeGuards today—you can't buy better protection to save your life!

GOOD YEAR
LifeGuard Tubes
TAKE THE TERROR OUT
OF BLOWOUTS



This remarkable safety tube consists of a reserve two-ply inner tire *inside* the regulation tube, both inflated by the same valve. When the casing blows out only the outer tube lets go. The inner tire holds enough air to support the car without lurching until you can come to a safe stop.

**FOR PASSENGER CARS
TRUCKS • BUSES**

"I WOULDN'T DRIVE ANOTHER MILE WITHOUT LIFE GUARDS"

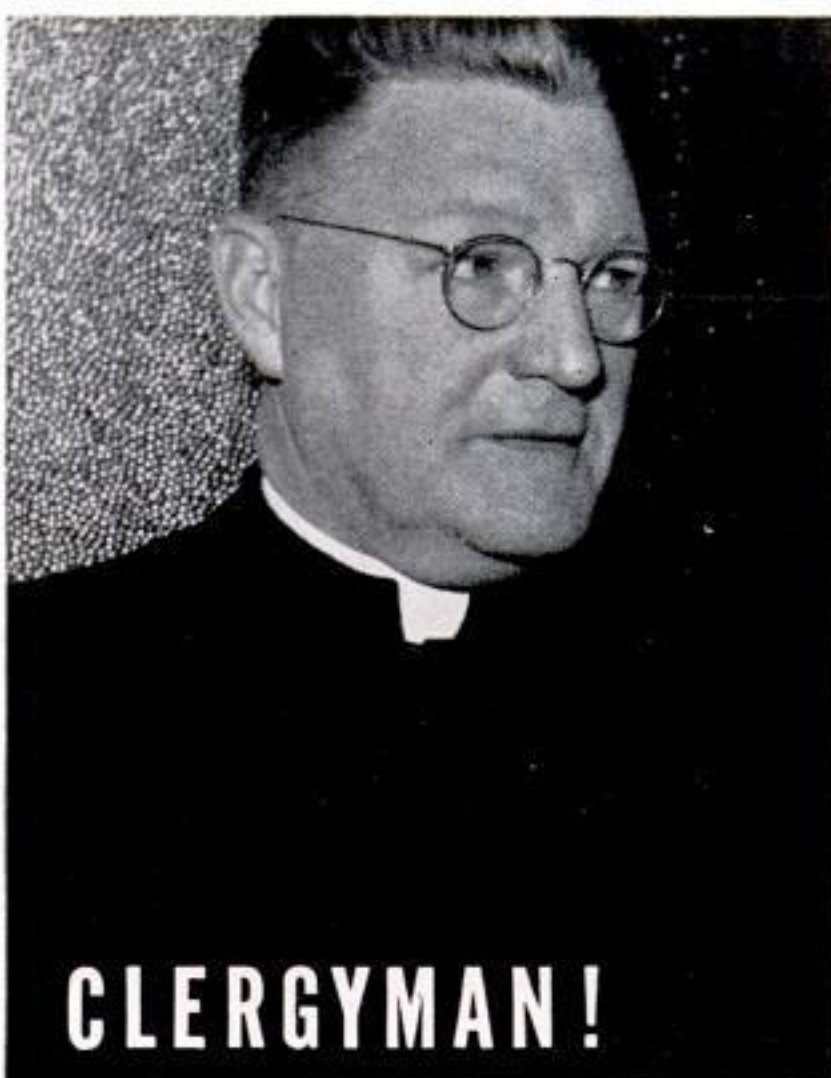
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★ CHRYSLER ///

DRAMATIC PERFORMER IN ALL WALKS OF LIFE!



STATESMAN! California's famous governor, Frank F. Merriam, enters a Chrysler Imperial in company with Captain E. Raymond Cato, of the California State Highway Patrol. Official car for the occasion, the gleaming Imperial led the brilliant procession of state and civic officials during the opening of the great San Francisco Golden Gate Bridge.



CLERGYMAN!

"The integrity of him who makes them," is the reason given by the Rev. Frank J. McQuillan, Detroit priest, for his consistent ownership of Chrysler cars since they were first built. "This new Royal is the finest car I've ever driven," Father McQuillan adds, "and gives me 19 miles to the gallon."

★ ★ ★

SOCIALITE! "My Chrysler is a beauty ... to look at ... and to drive," says Miss Nancy Blagden, of New York City. "It responds quickly ... steers and parks easily. It rides like a dream ... jolts and jars just seem to dissolve beneath the car."



BROKER! Mr. J. Leroy Sutton, prominent Buffalo broker, endorses Chrysler as a sound, long-time investment. He has owned eleven and is extremely enthusiastic over his present Imperial Convertible Sedan.



MARINER! Here's Captain W. Ross Maitland, S.S. "William B. Crawford," Buffalo. His fourth Chrysler, a Royal, is "the best ever built—19 miles to the gallon."



CATTLEMAN! William Magelssen, Big Timber, Montana. "I ride 'em rough. Usually trade cars in at 12,000 miles. My Royal has done 11,000 in two months and seems just nicely broken in."

TUNE IN ON MAJOR BOWES, COLUMBIA NETWORK, EVERY THURSDAY, 9 TO 10:00 P. M., EASTERN DAYLIGHT SAVING TIME

DETROIT INSTALLS ITS FIRST ARCHBISHOP



ARCHBISHOP MOONEY RECEIVES A CROSIER, SYMBOL OF OFFICE



A papal bull creating the archdiocese is read by Monsignor Stephen S. Woznicki.



His surplice is tied by Cincinnati's Monsignor Robert J. Sherry for the ceremony.

On Aug. 3, nine archbishops, 58 bishops and 1,300 lesser clergy assembled in Detroit's Church of the Blessed Sacrament to see the Most Reverend Edward Francis Mooney, 55, installed as shepherd of the newly-created Roman Catholic archdiocese of Detroit. Apostolic Delegate to the U. S., Archbishop Amleto Giovanni Cicognani, presided at the ceremony. A tall, affable master of church and business law, Archbishop Mooney was made a titular archbishop in 1926, served as Apostolic Delegate to India and Japan, has recently been Archbishop-Bishop of Rochester, N. Y. His archdiocese, 17th in the U. S., includes the dioceses Detroit (600,000 Catholics), Grand Rapids (148,000), Marquette (87,000).



A parochial schoolroom served as the robing room for some of the attending clergy. Archbishop Mooney, a rigid disciplinarian, saw mingling humbly with other priests the most famed of his new underlings, Rev. Charles E. Coughlin (left).



"There is nothing so powerful as the
Truth and often nothing STRANGER."
— DANIEL WEBSTER

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WORLD'S GREATEST AERIALIST KILLS HIMSELF AND WIFE

Codonas were trapeze partners

Alfredo Codona could do a triple somersault off the high trapeze into his brother Lala's hands, but it was more than that supreme stunt which made him the greatest aerialist in the world. Son of a Mexican circus acrobat, Codona began training as soon as he could stand, made his first public appearance at 4. He grew up to be the Nijinsky of the circus, displaying in his spectacular whirls and leaps a flowing grace as beautiful and moving as a seagull's flight or a Debussy tone picture. Like Nijinsky's, his life wound up in tragedy. In 1931, his beloved second wife, the famed woman aerialist Lillian Leitzel, was killed by a fall in Copenhagen. Two years later a fall in New York finished Codona's career, left him to the preying unhappiness which he ended by his own hand in Long Beach, Calif. on July 30.



The Great Codona (left) married his Australian-born trapeze partner Vera Bruce (right) in 1932, the year after Lillian Leitzel's death. He was then 39, she 27.



"The Passing Leap" was the most spectacular display of the Codona's perfect co-ordination. Swinging 60 ft. above the arena,

Vera would catapult from Lala's hands to Alfredo's trapeze just as her husband was soaring over her into his brother's hands.



Vera Bruce Codona continued performing after her husband's injury ended their partnership. Alfredo managed her new act, brooded bitterly over his lost career. On June 28, Mrs. Codona sued for divorce, charging extreme jealousy. On July 30, the pair met in a Long Beach lawyer's office to discuss a property settlement. There Codona whipped out a revolver, shot his wife, then turned the gun on himself. Last curtain went down on the Codonas lying side by side as they fell, Vera dying, Alfredo dead (right).



"THE WATCH THAT SAILS WITH ME ABOARD 'RANGER' IS AN ELGIN"

Says

CAPT. GEORGE MONSELL

of the America's Cup Defender

NO NOVICE of the sea and racing is Captain George Monsell. Long before "Ranger" was designed, he was defending the America's Cup. He was professional sailing master of "Enterprise" in 1930 when she defeated Sir Thomas Lipton's "Shamrock V." And of "Rainbow" four years later when she beat the British challenger, "Endeavour."

Yes, Captain Monsell knows what it is to fight gallantly every inch of the way over the world-famous thirty mile course. He knows, too, the agony, the strain of heart-thumping finishes in which a minute or less may decide the victor.

It is no wonder then that he has chosen his time-piece as he chooses his expert crew . . . on the basis of dependability and stamina. "ELGIN is my choice," he says. "I've given it a lifetime berth on my crew. It is my idea of what a real man's watch ought to be."

You will agree with Captain Monsell when you meet the newest ELGINS for men. They're champions . . . rugged and competent-looking, with a sea-going trimness to their styling.

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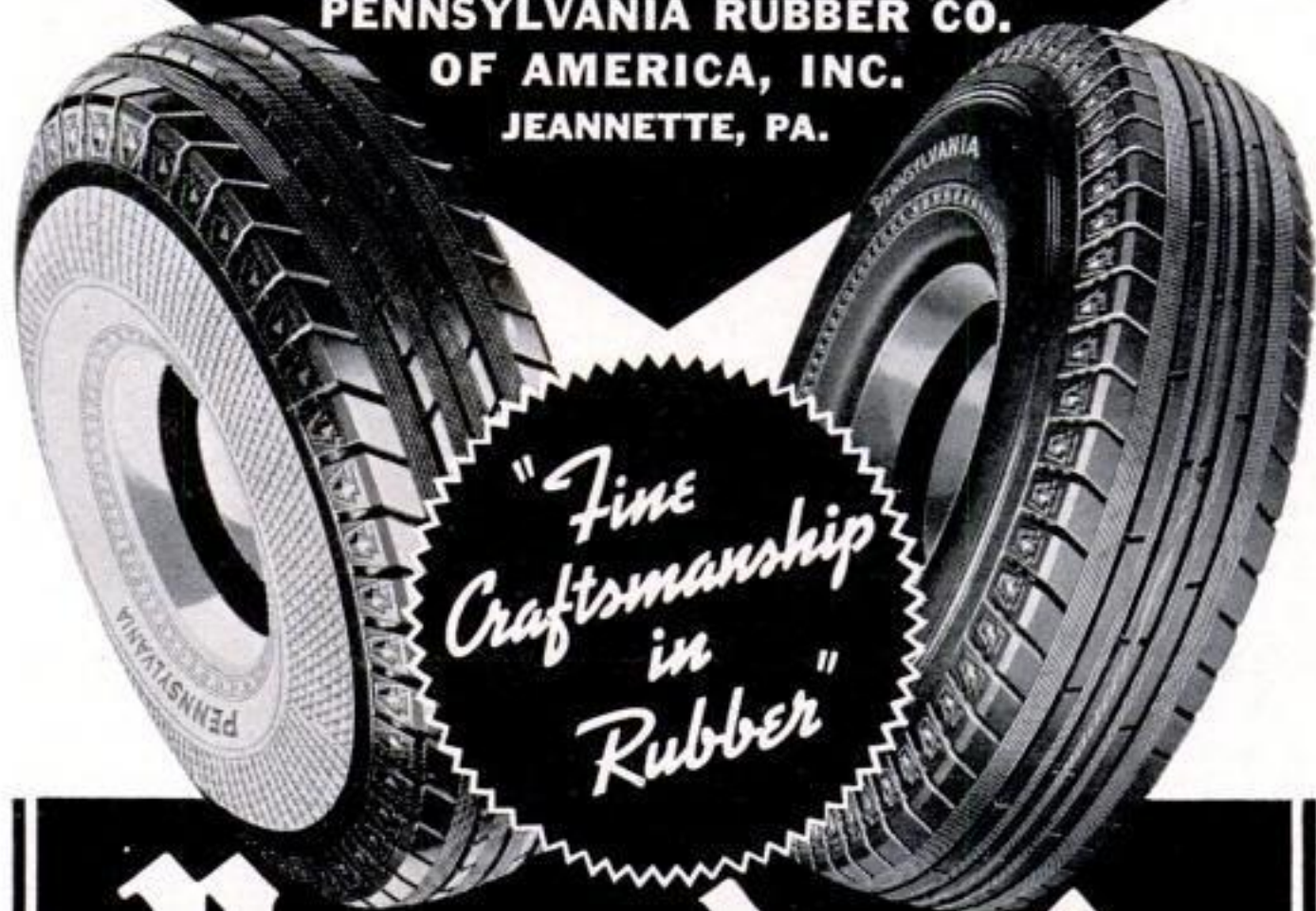
"Ranger" is the biggest sloop of her class—and the fastest built in America. This year's match was the sixteenth for the America's Cup. The first in American waters was in 1870—five years after the first ELGIN was created



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OF WARNER BROS.
PICTURES—Hollywood

KADETTE

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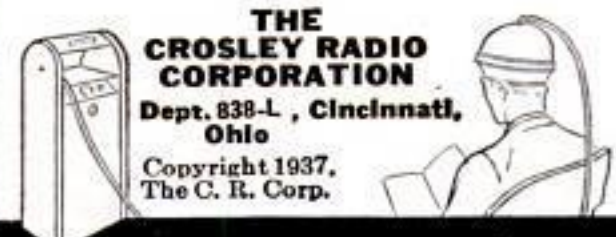
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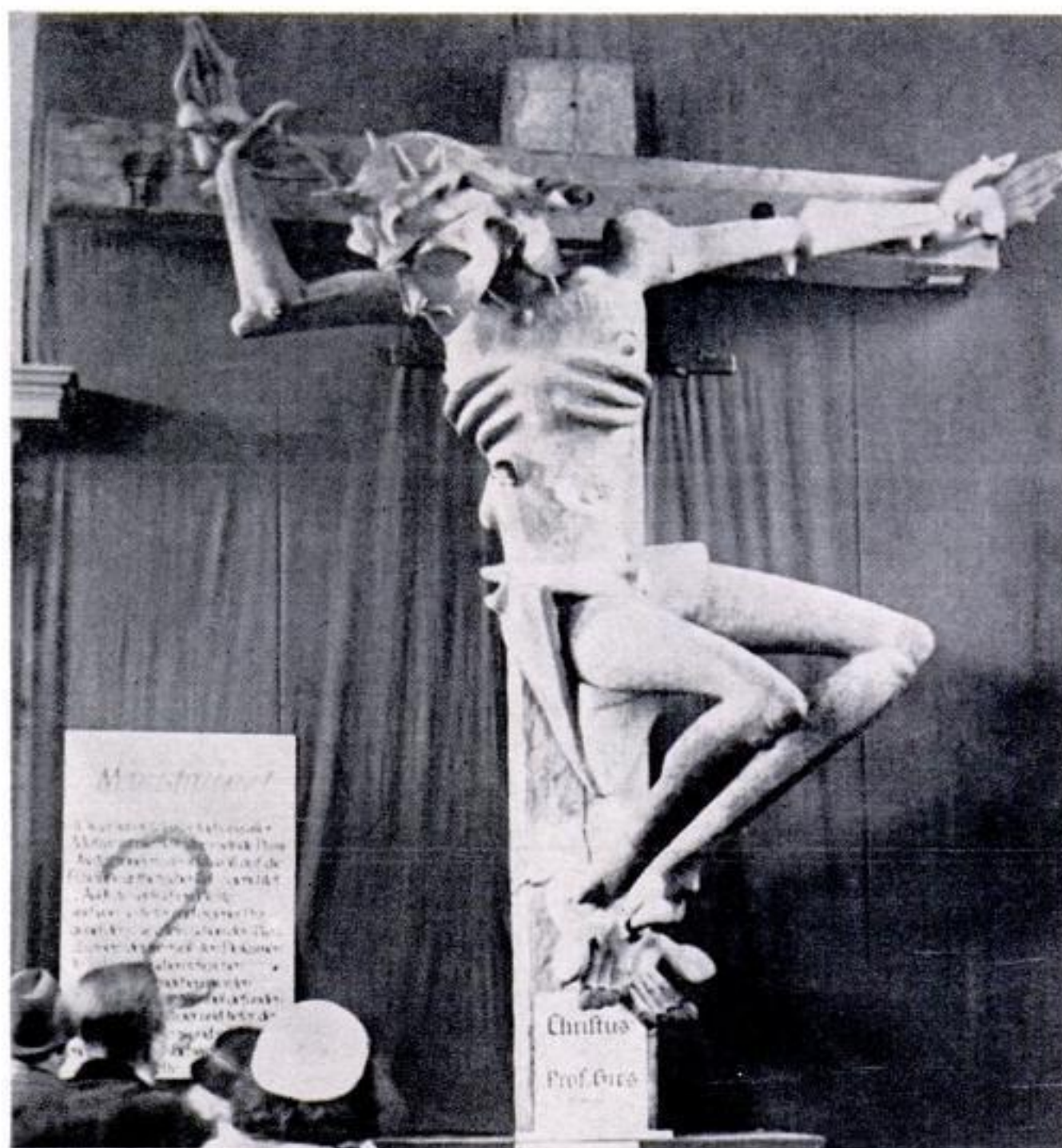
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HITLER PURGES GERMAN ART

For four years Nazi Germany has smarted under the charge that it can no longer produce great works of art. This year Adolf Hitler set out to prove detractors wrong. In Munich he built a vast new House of German Art, filled it with neo-classic figures and paintings. In an adjacent "Chamber of Horrors" he exhibited "degenerate" art good Germans were exhorted to abhor and abolish. The "Chamber of Horrors" drew three times as many curious visitors as the House of Art.



"Degenerate" art like the crucifixion (above) by Professor Gies, pre-Nazi Berlin sculptor, merits sterilization of the artist, said Adolf Hitler in opening his new Munich museum. Example of good Nazi art is the *Girl Playing With Ball* below.



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No two whiskies are exactly alike—in taste, in bouquet or in quality.

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90 PROOF

Seagram's Crown

BLENDING FOR FINER TASTE

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SEAGRAM'S FIVE CROWN BLENDED WHISKEY. The straight whiskies in this product are 5 years or more old, 25% straight whiskey, 75% neutral spirits distilled from American grains. SEAGRAM'S SEVEN CROWN BLENDED WHISKEY. The straight whiskies in this product are 5 years or more old, 37½% straight whiskies, 62½% neutral spirits distilled from American grains.

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Look for Buster's
picture in every pair



LIFE'S PICTURES



The pictures of the Movie of the Week (see pp. 30-33) were all taken last winter during production of *Souls At Sea* at Paramount's Hollywood lot and on location at sea off Catalina Island by Carl Mydans—a small, dark, energetic Boston University graduate and ex-newspaperman who for several years has been enthusiastic about the camera as an accurate instrument for reporting news. Before joining LIFE's staff, he spent four years reporting and working on city desks in Boston and New York, developing his camera technique meanwhile; then one year as a photographer for the Resettlement Administration. He works almost exclusively with miniature camera with which he takes such diversified subjects as Transcontinental Trucking (LIFE, July 12) and Congressmen on the late Senator Robinson's funeral train (LIFE, Aug. 2).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 6—KARL OESER—PAGANO, VALENTINO SARRA
- 7—LEJAREN A. HILLER, STEPHEN J. HEISER—GEORGE HUKAR, VALENTINO SARRA—VALENTINO SARRA
- 9—HOEDT STUDIOS—JOHN PAUL PENNEBAKER—TORKEL KORLING
- 17—W. W.
- 18—COURTESY WESLEYAN COLLEGE FOR WOMEN—COURTESY WELLESLEY COLLEGE—A. T. STEELE
- 19—A. P., A. T. STEELE—FRANK MA, MARCH OF TIME—FRANK MA
- 20—W. W.
- 21—FRANK MA, INT.—INT., A. T. STEELE (2), A. P., A. T. STEELE, ACME, A. T. STEELE, A. P., FRANK MA—A. T. STEELE
- 22, 23—FRANCIS MILLER & CLYDE WADDELL
- 24—ACME—W. W. (2), A. P.—W. W.
- 25—EISENSTAEDT-PIX
- 26—VAUGHN SHOEMAKER from THE CHICAGO DAILY NEWS—W. W. RADIOPHOTO, U. & U.—ACME, INT.
- 27—T. H. A. P.—W. W., CULVER, ACME—A. P. (2), INT.—ACME
- 28, 29—ALEXANDER PAAL-LAJTHA exc. t. p. 28 PAUL HESSE PHOTO courtesy The American Magazine
- 30, 31, 32, 33—CARL M. MYDANS
- 34—MARGARET BOURKE-WHITE
- 35—T. H., t. rt. & bot. cen. ART STREIB; t. cen., bot. lt. & bot. rt. E. E. FARNSWORTH
- 36, 37—KNOPP-PIX exc. drawing by ROLF KLEP, with background from the book *Beauty of Flight* by MANFRED CURRY, published by JOHN DAY CO., N. Y. C.
- 38—EISENSTAEDT-PIX
- 39—GRAY-O'REILLY
- 41, 42—EISENSTAEDT-PIX
- 49, 50, 51—ELDORADO GOLD MINES LTD. exc. bot. rt. p. 49 ASSOCIATED SCREEN NEWS LTD.
- 55—INT.
- 56, 57, 58, 59—KARGER-PIX
- 60, 61—LEKHI exc. lt. (3) INT.
- 62—P. L., CAPA from B. S.—CAPA & TARO from B. S.
- 63—TARO from B. S. exc. cen. lt. P. L.
- 64—P. L.
- 65—INT.
- 66—WM. VANDIVERT—GEORGE YATES
- 69—WM. VANDIVERT exc. t. lt. DETROIT FREE PRESS
- 70—INT.—W. SELDOW from B. S.—BLÜCHER from B. S., INT.
- 72—A. P.
- 74—BERNARD HOFFMAN
- 76—A. P.—W. W., INT.—INT., ACME
- 78—W. W., ACME—INT., A. P.—INT.
- 81, 82, 83, 84, 86—EISENSTAEDT-PIX

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTRE; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; INT., INTERNATIONAL; P. L., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD.

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just a year. Though an amateur at the piano,
with no previous knowledge of the organ,
he is having an inspiring experience with
this remarkable new instrument. Read his
letter below.



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Private Lives



Abbott Lawrence Lowell, the spry, 80-year-old president emeritus of Harvard, was one of the Massachusetts oldsters who had to take driving tests last year to get their licenses renewed. Dr. Lowell failed his test but tried again and passed. On Aug. 1 near Plymouth, Mass., he had a head-on collision with another car, broke his wrist and nose.



Alfred A. Knopf Jr., son of the New York publisher, felt so badly about being refused admission to Princeton that he ran away. Day after his parents had sent out an alarm, Alfred turned up in Salt Lake City. He had hitchhiked all the way, slept twice in eight days, decided to return home after a tramp stole his extra clothing and his last \$2.



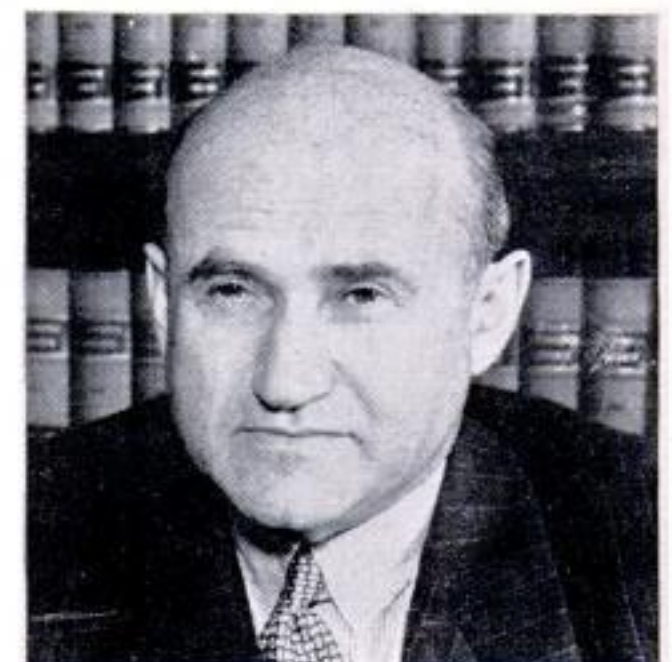
Mrs. Will Rogers filed suit in Los Angeles to recover \$9,710 on her income tax as credit for loss by termites. Mrs. Rogers thinks that the Government should take some notice of the pesky insects which are eating away most of the fine homes in the movie colony. She and her late husband had to rebuild most of their \$62,000, termite-ridden home.



Countess Széchenyi, the former Gladys Vanderbilt, returned to Newport from Budapest to squabble with the Government over the transfer tax on the estate of her mother, dowager Mrs. Cornelius Vanderbilt. In Newport, Countess Széchenyi got almost as much social attention as her cousin, Skipper Harold Vanderbilt of America's Cup-winning *Ranger*.



Premier Thorvald Stauning of Denmark for years has solved his problems of state while marching up and down the sand dunes of Jutland, where he has a seaside cottage. On a dark night, he got out of bed and set out for a stroll. Descending a dune, he tripped over a hummock, broke his right leg. Doctors said he had a high fever and was "very tired."



Samuel Goldwyn, the movie producer, slipped on a rug on the highly-polished upstairs hall of his beach house at Santa Monica, Calif., fell and broke his wrist. Hollywood wisecracked: (1) that The Great Goldwyn was furious because he could find no one to blame for the accident; (2) that with his left wrist in a cast he had great difficulty in speaking.

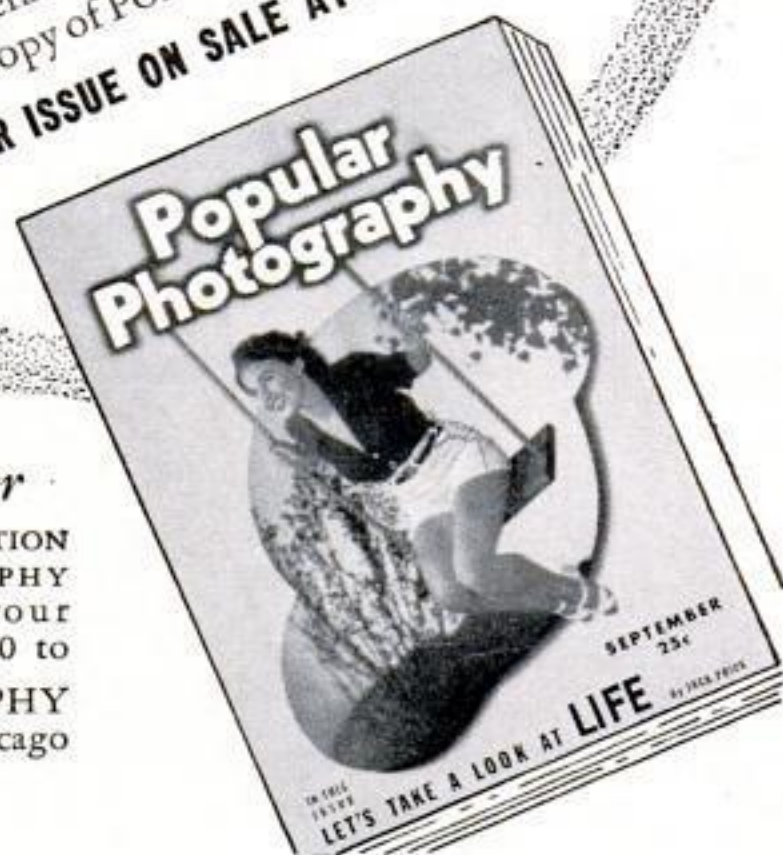
(continued on p. 78)

Popular Photography

takes a look at LIFE magazine

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Private Lives (continued)

For men
who know
fine
Whiskies



BOTTLED IN BOND



Mrs. Mildred Anderson Anderson Evans Gray walked up to a policeman in St. Louis, calmly announced: "I'm guilty of bigamy and I want to clear my conscience." Mildred said she had been married four times, to two Mr. Andersons, a Cliff Evans and a Leon Gray. Only the first Mr. Anderson divorced her. "I loved Cliff best of all," she sighed.



Simone Simon, arriving in New York from France, said she was glad that her boat, the *Normandie*, had set a new transatlantic speed record but "why did they blow the whistle and wake me up at half past seex?" To prove her name was really Simone Simon she displayed her passport and said: "Yes, that ees my name but I am verree verree seeck of eet."



Joe Louis, training at Pompton Lakes N. J. for his bout with Tommy Farr, invented a new kind of roadwork to keep his waist slim. While trotting along, Joe stoops down, picks up a round stone, tosses it ahead and races to retrieve it before it stops rolling. His trainer, Jack Blackburn, follows in an automobile, shouting: "Roll dem stones!"



Carl Long quarreled with his sweetheart, Betty Tighe, because he danced with another girl at a Los Angeles country club. After the dance they went for a drive up Hollywood Mountain. Their car plunged down the mountain, killing Betty. Carl said that they had made up their quarrel but police held him on suspicion of manslaughter.



Ilona Hajmassy, Hungarian opera star, arrived on the *Normandie*, bound for Hollywood. At sea she received a cable from M-G-M: "YOUR NAME WILL BE LONA MASSY." At the dock a second message arrived: "CHANGE NAME TO LONA MANDERS." Asked which she wanted to be, Miss Hajmassy replied: "Oh, Massy . . . Manders . . . they both sound silly to me."



Mrs. Otto Horst told Chicago police a vivid tale of how a man and woman "kidnapped" her two-year-old son Donald. "Kidnappers" turned out to be Donald's real parents, an unmarried couple named John Regan and Lydia Lavin who, through a doctor, had given Donald to the Horsts at birth. Donald went to an orphanage, pending a court hearing.

*T*HREE GREAT AIR-LIGHT STETSONS



From Old Westbury to Santa Barbara, these new Air-Light hats are seen at the fastest games. Left: a low-creased crown and full brim distinguish Stetson's "Open Road" -- \$6. Right: "Casino," in pewter gray, is a Superior Air-Light, finished with the exclusive Selv-Edge -- \$10.

Only two ounces of felt in these versatile Air-Light styles. Stetson's "Whippet," shown with the "Tailored Edge," is an advanced style -- at a new price -- \$7.50.

Drop in at your dealer for a look at these new Air-Lights. Feel their softness and wisp-like weight . . . see how they will take any shape you wish and take it smartly. For all their lightness, these hats are full-blooded Stetsons . . . able to keep their smart style-lines as long as you wear them. John B. Stetson Company, Philadelphia, New York, London, Paris. Stetsons are also made in Canada.

STETSON HATS

Air-Light Stetsons, from \$5. Other Stetsons, from \$7.50 (unlined from \$7) to \$40

He took his girl swimming and gave her **Athlete's Foot**

HE WAS A **CARRIER**

NO ONE is safe in the company of a victim of Athlete's Foot, when their bare feet tread the same surfaces.

For a single carrier of Athlete's Foot—a woman, child or man—may infect scores of other people who are so luckless as to follow in the bath house at the beach, in the shower or locker-room at the club, on the edge of a swimming pool, or even in the family bathroom.

Red skin is the mark of the Carrier

If you suspect you have a case of Athlete's Foot, you may be in danger as grave to yourself as to others who may contract it from you; use Absorbine Jr. promptly.

Don't take chances. Examine the skin between your toes. If it looks red, itches, stings or burns, you'll welcome the cooling, soothing relief brought by applications of Absorbine Jr. You may save yourself a lot of painful trouble.

For Athlete's Foot is caused by an insidious fungus that digs and bores deeper into the skin, when neglected—resulting in unwholesome whiteness and moistness, peeling skin, cracks and painful rawness.

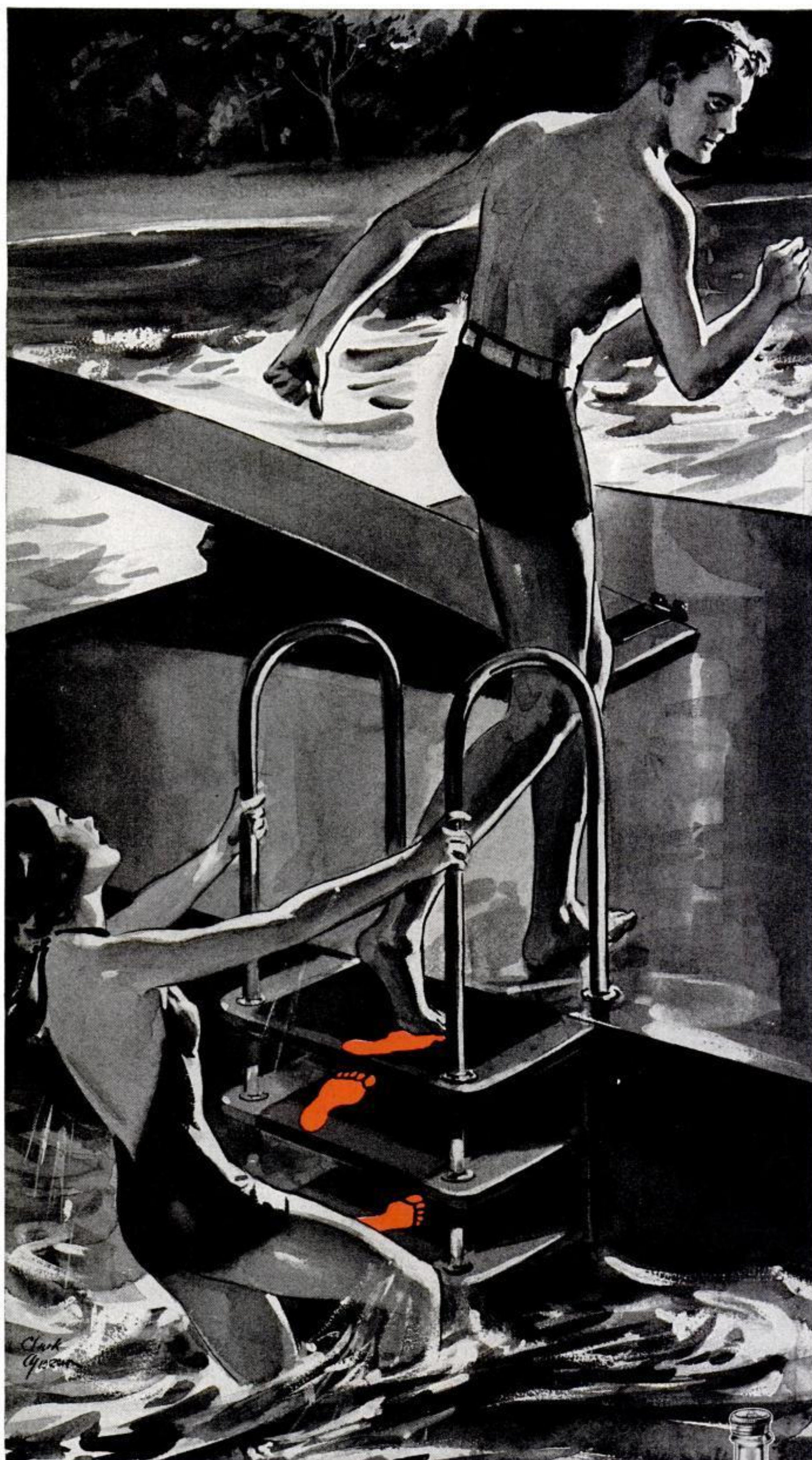
Absorbine Jr. destroys the fungus

Even in advanced stages, Absorbine Jr. relieves the condition and helps to soothe and heal the damaged tissues. If, however, you feel your case is really serious, by all means consult your doctor in addition to the use of Absorbine Jr., morning and night.

When you buy, insist upon genuine Absorbine Jr. and accept no imitations offered as being "just as good." This famous remedy has been tested and proved for its ability to kill the fungus when reached, a fungus so stubborn that infected socks must be boiled 20 minutes to destroy it.

Absorbine Jr. is economical to use because it takes so little to bring relief. Also wonderful for the bites of insects, such as mosquitoes and jiggers. At all druggists, \$1.25 a bottle. For free sample, write W. F. Young, Inc., 362 Lyman Street, Springfield, Massachusetts.

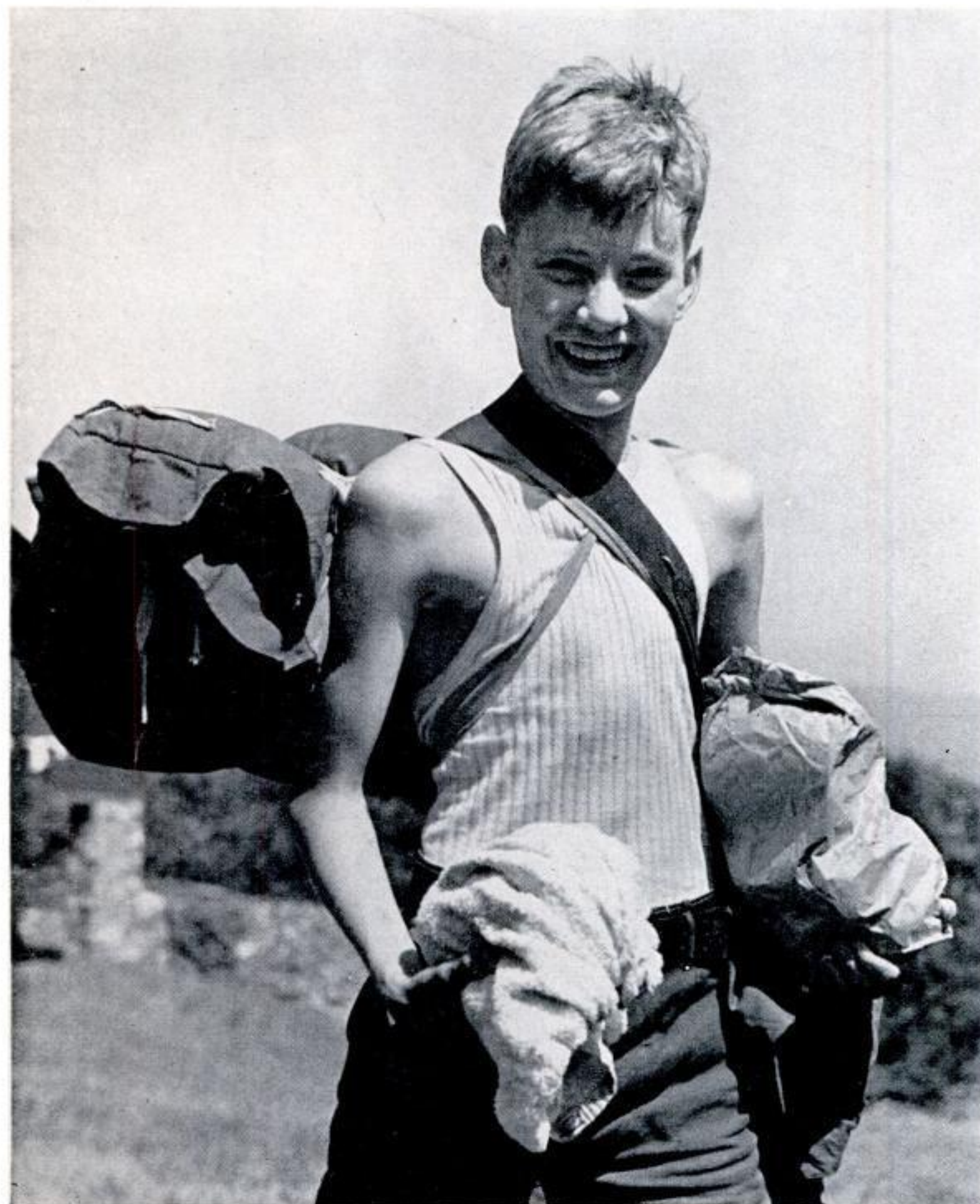
★ "Carrier" is the medical term for a person who carries infection. People infected with Athlete's Foot are "carriers." And at least one-half of all adults suffer from it (Athlete's Foot) at some time, according to the U. S. Public Health Service. They spread the disease wherever they tread barefoot.



ABSORBINE JR.

Relieves sore muscles, muscular aches, bruises, sprains
and **Sunburn**





LIFE CAMPER PACKS ROLL AND PROVISIONS FOR AN OVERNIGHT HIKE

Life Goes to a Party

with youngsters at LIFE's Summer Camps

Photographs for LIFE by Alfred Eisenstaedt

When TIME Inc. took over the old *Life*, it also took over its summer camps. In its appeal for funds (see *LIFE*, June 21), *LIFE* promised readers a camp party to show what was being done with contributions. The party, with a list of first "sponsors" at right, is shown on this and following pages in Alfred Eisenstaedt's best camera style. What his pictures reveal is that Life Camps have developed a new technique. Large well-organized camps for the most part teach sports and nature lore to mass groups having no individual responsibility. But at Life Camps the young camper in small groups learns by having thrust upon him the challenge of meeting nature with resourcefulness.

Chief proponent of this new technique is Dr. Lloyd Burgess Sharp, who runs Life Camps. Each year he selects some 500 underprivileged children from New York's sultry slums, takes them for a free month into the cool, quiet woods of New Jersey, Pennsylvania and Connecticut. Here they break up into groups of seven youngsters and a counselor. Each group builds or remodels its own shelter, manages its own provender, goes on its own exploring trips, devises and plays its own games. One group built a tree house. Another lives in Indian tepees. A third, like pioneers, moves from place to place in a prairie schooner. When they want to explore, hikers and counselors pack up bed rolls, hit out on country roads, build campfires and sleep under the stars. A month of this life in the woods, in Dr. Sharp's words, "fires the camper's imagination by opening up high-roads to adventure, develops his resourcefulness, not by regimented routine but by treating him as the unique individual every child is."

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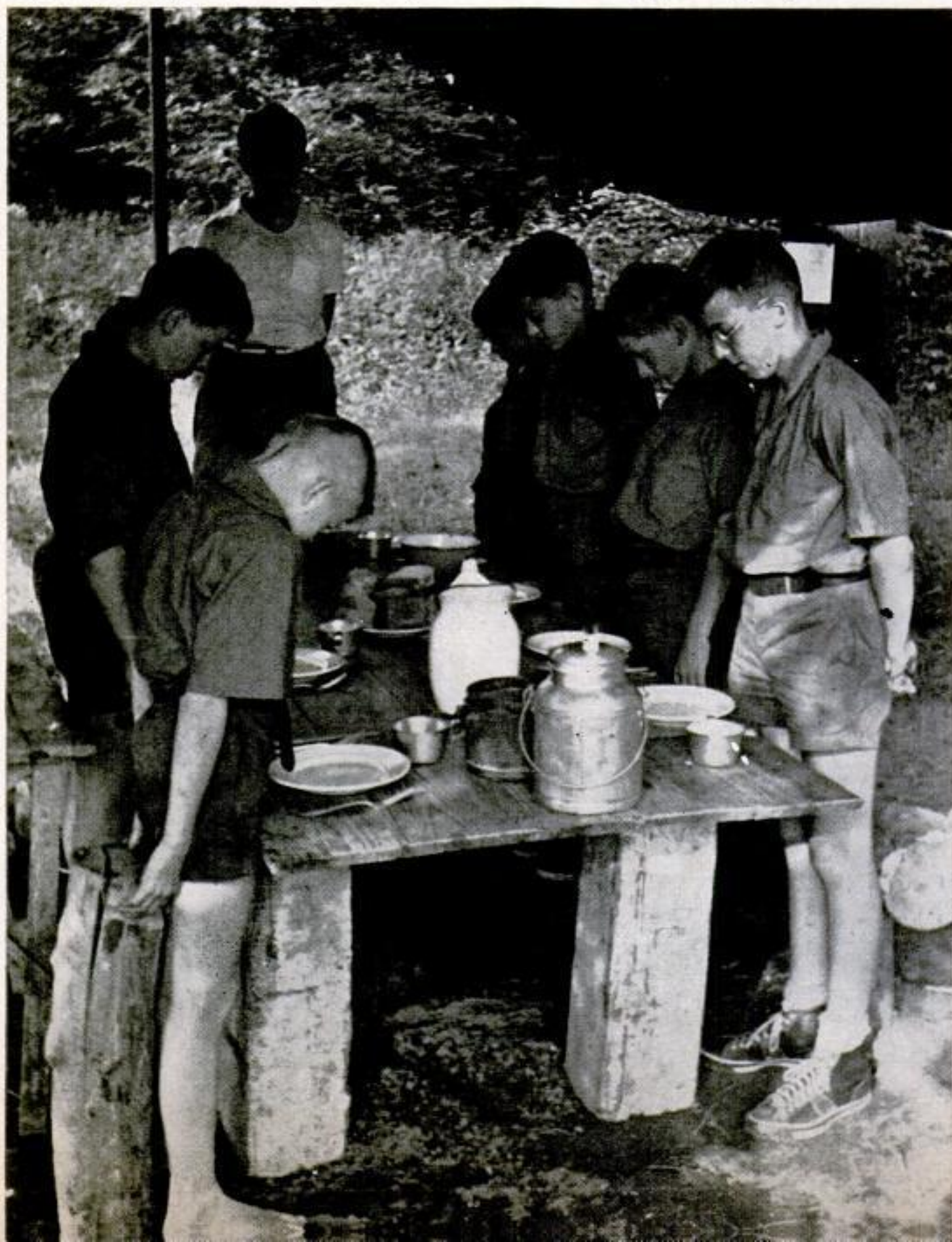
In Memory Of:
A DEAR LITTLE GIRL
NED GREEN
GEORGE & ELIZABETH HAVEN
TEDDY LAZO
LLOYD ON HIS BIRTHDAY
DONALD MCGINNIS
MRS. HERBERT MCCOY
MY MOTHER & FATHER
KEMPTON MILES PRESTON

CONTINUED ON NEXT PAGE



A tree house was built by 8 to 10-year-olds at Life Camp Raritan. The boys sleep under the trees, have an outdoor table for meals. Counselor is treating one boy for poison ivy.

Grace before meals is said by a group of seven campers and their counselor. They prepared their own food on the rough table they built for themselves in the woods. These boys also manage their own provisions, clean their own campgrounds, map their own fun.



A crooked house was built by girls at the Branchville, Conn. Camp. They have painted it white and green, dramatized around it the old tale of the crooked man with the crooked cat.

Down a country road, Life Campers set out for an exploring hike with their counselor. They will build a campfire, spend the night bedded under the stars. Next morning, knapsacks lighter, they will hike back to camp. The camp issues their khaki shorts and shirts.





The covered wagon or Ranger Unit gives seven youngsters a taste of what pioneer life was like. The wagon with its three horses keeps continuously on the move, roams some 30 miles of countryside in a month. It comes back to camp only to replenish boy and horse feed.

Morning assembly at 9 brings all the little camp groups together for singing, fun, announcements. Late afternoon, at vespers, they meet again. At night they have bivouacs around a campfire, again sing from a repertory of camp songs, often composed by campers themselves.



CONTINUED ON NEXT PAGE

Here is where
old-style tooth
brushes miss!



Tek
TOOTH BRUSH

• Right behind your front teeth you run into trouble. Old-style brushes are too bulky to reach. And here's where tartar forms in greatest quantity, threatening to loosen your gums if neglected.

Play safe! Change to Tek. Pro-

fessionally small-shaped to clean *all* your teeth, *INSIDE* surfaces as easily as outside. Pure, springy, long-life bristles. Remember to get Tek Jr. for the children.

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.

Life's Party (continued)



At the camp clinic the doctor inspects the morning line-up. The first boy has hurt his toe. Behind him other patients line up for minor treatment. Most common camp ailment is poison ivy. For emergency cases there are isolation tents nearby.



The match-box relay is played at Stunt Night by two teams of four boys who must pass the box along with their noses.



Breakfast in the woods appeals to this small camper, who has hiked out three miles and spent the night in the open.



Story hour for 8 and 9-year-olds finds this cluster of rapt listeners inside the Crooked House at the Girls' Camp. The plates are for afternoon refreshments which children themselves prepare from oranges or wild berries picked in the fields.

CONTINUED ON PAGE 85



ISLE OF ORCHIDS

You will find them in your hotel gardens and elsewhere in Jamaica, hanging from trees or growing wild, along the lovely beaches and in the cool mountains. Jamaica is a bower of tropical flowers throughout the year. The climate is delightful *now* and always. All costs are amazingly low, especially in summer and fall.

For Booklet L consult your travel agent, or Pan American Airways, Eastern Air Lines, United Fruit Co., Colombian Line, Canadian National Steamships, or Standard Fruit Co., or The Jamaica Tourist Trade Development Board, 230 Park Avenue, New York, or Kingston, Jamaica, B. W. I. (Cable "Destboard")

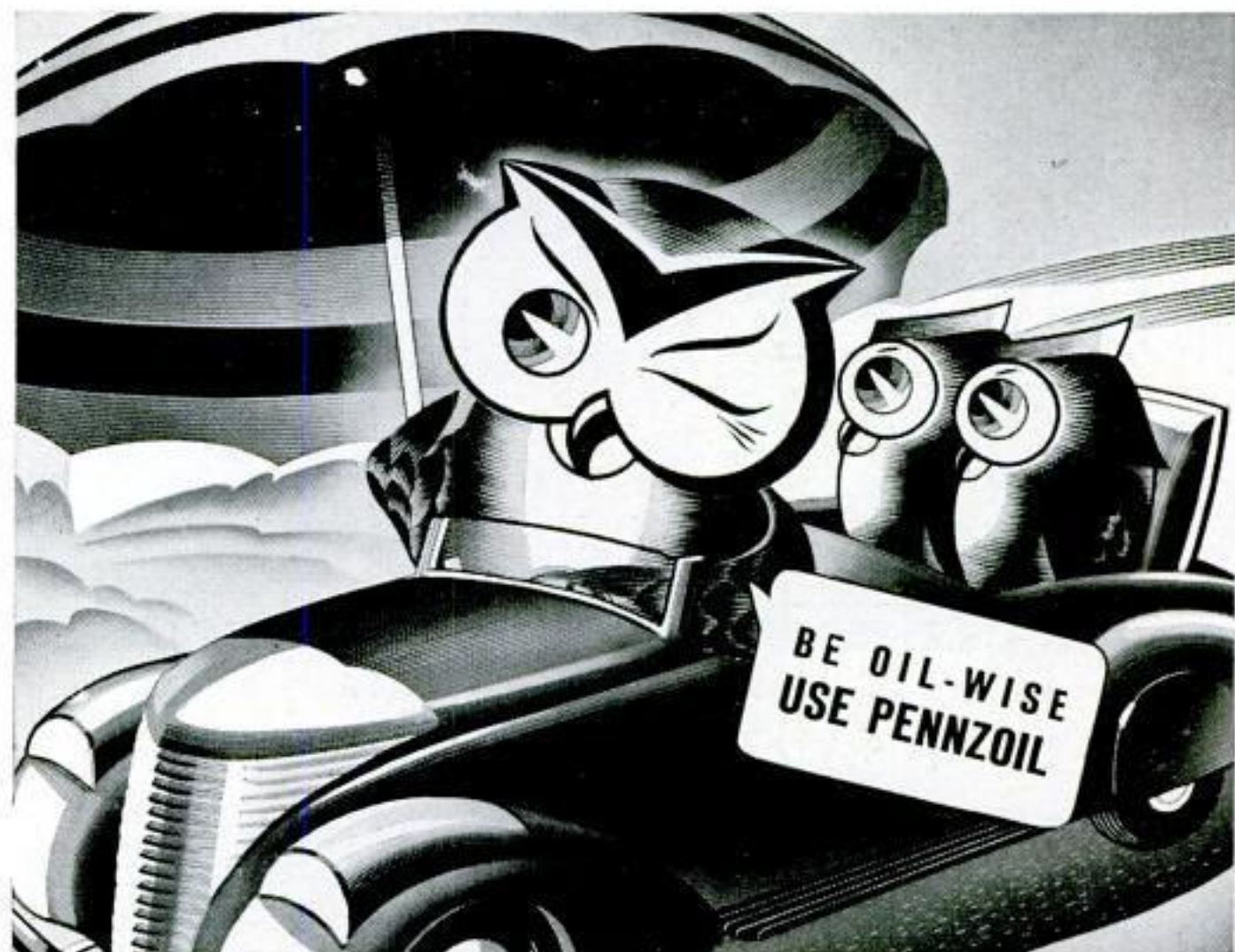
JAMAICA

BLUE MOUNTAINS — EMERALD SEA



KEEP YOUR MOTOR COOL

and save money



EXTRA MARGIN OF SAFETY MOTOR OIL KEEPS DOWN HEAT AND DRIVING COSTS

Sweltering at 90?

It's 3,000 degrees inside the combustion chambers of your motor—600 on the cylinder walls—350 on the bearings!

Result, oil has a double job to do: 1—keep your engine safely lubricated, 2—carry heat away from vital parts. Pennzoil, the oil with the extra margin of safety, does both jobs so well it saves you money on oil, gas and repairs.

Here's why: Pennzoil double refines selected Pennsylvania crudes so that the tough, heat resisting portions are left. Then washes out harmful, sludge-forming impurities with a special solvent.

This refining method makes Pennzoil fast flowing, so it carries heat from pistons and bearings. It "fireproofs" Pennzoil so it resists heat... saves you money on added quarts. It purifies Pennzoil so it doesn't form sludge that clogs piston rings and slows up valve action—doesn't waste gasoline through lost compression.

Bank on Pennzoil's extra margin of safety to save you money. Get a crankcase full today!

Member Penn. Grade Crude Oil Assn. Permit No. 2

Union Pacific Streamliner engines are three times as hard on oil as an automobile, yet Pennzoil lubricates them safely.



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The Air Conditioned MAYFLOWER

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The latest in sleepers! The last word in luxury! United's new MAINLINER SLEEPER PLANES



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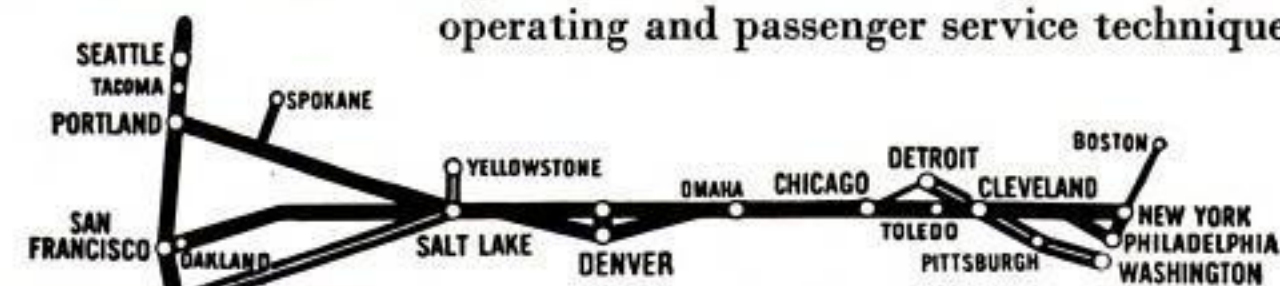
TWO SEPARATE DRESSING ROOMS. Another United contribution to passenger comfort. Equipped as completely as your own bathroom. Hot and cold running water. Electric razors. Courtesy toilet kits and special overnight packet.



CLUB ROOM in the sky. United, exclusively, offers this lounge compartment which is always available for those who wish to retire late or rise early. You'll enjoy the distinctive Mainliner cuisine and United's famous personalized service.

"Main Line" Service: 3 Stops Coast-to-Coast 15½ hours

Every flight is backed by the experience of ten continuous years of flying—day and night—over the nation's pioneer coast-to-coast route. And from this experience United has developed unexcelled operating and passenger service technique.



NOTE: United offers overnight service east or west direct or through connections from every city shown on this map.

UNITED AIR LINES

Life's Party (continued)



A letter writer uses her free time in the afternoon to tell her family in the hot city what fun a Life Camp can be.



An Italian boy from the East Side is all eyes—and a touch of poison ivy—as he watches campmates remodel house.



A redheaded boy with freckles chews contentedly on a straw as he sits listening in the grass during morning assembly.



Older girls at Life Camps sometimes become leaders, may eventually join the staff as counselors. This one is 14.



Midday rest at 1:15 finds this tuckered youngster fast asleep, renewing energy expended during a morning of healthy fun and work begun at 7 a. m. At 2:30 he will rise, hike, swim, boat, play and eat as hard as he can till bedtime at 8:45.

Shaves closer . . . like a BARBER'S "Straight-Edge"

Blade lies flat . . . takes off whiskers cleanly with smooth, wide strokes—yet it's a **SAFETY Razor**.

HAVE you ever wondered why barbers always use a "straight-edge" razor? Here's the reason:

The "straight-edge" has no thick guards. It lies flat against the face and cuts off whiskers *parallel* to the skin.

Now Durham Duplex has perfected a *safety* razor that gives you the same kind of shave as a "straight-edge." Its heavy, clean-cutting blade rests flat along your face. It shaves at an



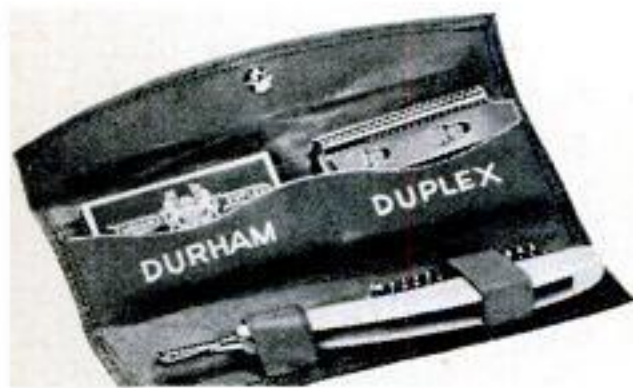
up-and-down angle instead of cutting *into* your face. Won't pull or scrape your skin.

Thin beveled guards protect the double-edged blade, yet allow razor to reach *down*—shave off whiskers with the same wide, diagonal strokes your barber uses.

Get a Durham Duplex today. See how your skin clears up—how pimples and sore spots disappear.

Complete Durham Duplex Outfit: Durham Duplex Razor, 6 "Hollow-ground" Blades, special Stopping Attachment, in red leather traveling case . . . \$1. Ask your dealer for this and other Durham Duplex models. Durham Duplex Razor Co., Jersey City, N. J.

In Canada: 50 Pearl St., Toronto, Ont.



The brake that brought the Bike back

It's fun to keep fit on a bicycle—and it's good sense to have the greater braking power of the New Departure Coaster Brake. Insist upon a New Departure on your new bicycle.

QUICKER STOP SMOOTHER

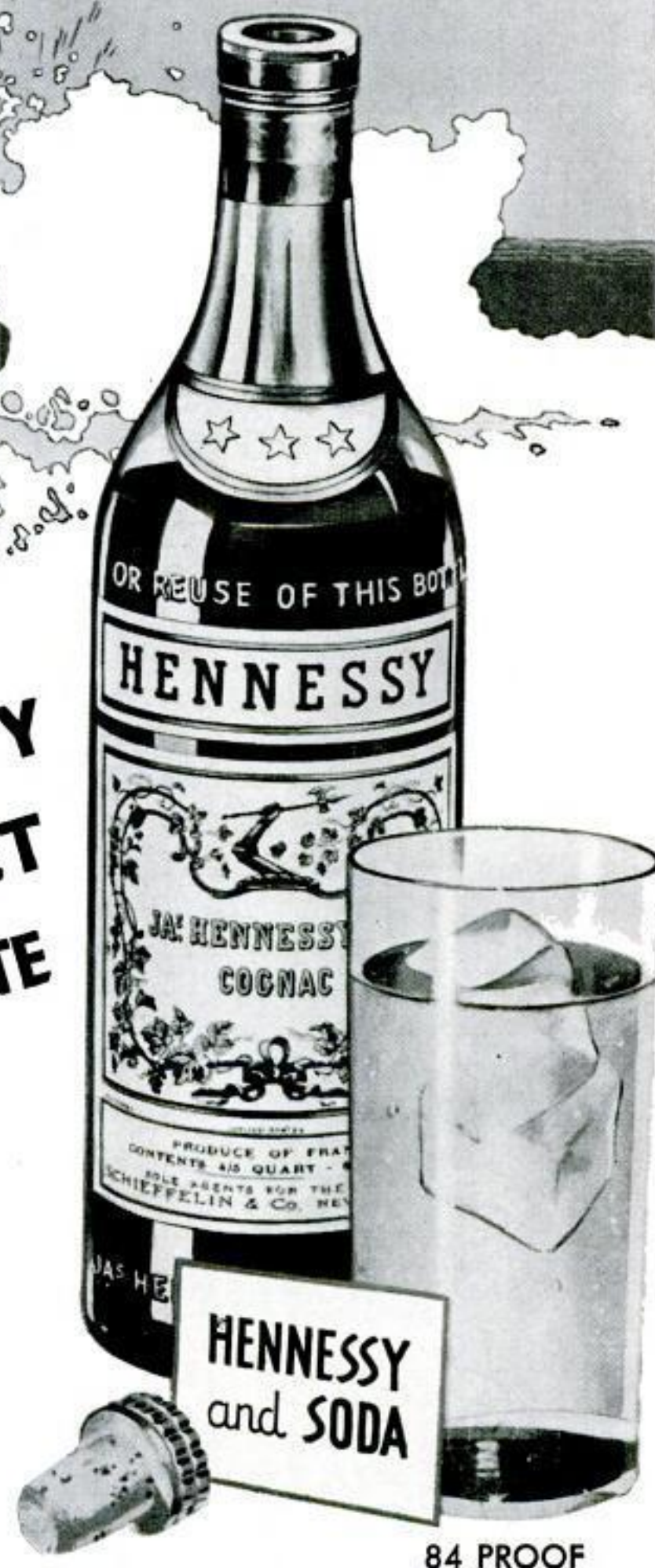
NEW DEPARTURE Coaster Brake

New Departure • Division General Motors Corporation • Bristol, Connecticut
ALSO MAKERS OF NEW DEPARTURE BALL BEARINGS

★ ★ ★ HENNESSY COGNAC BRANDY



★ **QUALITY**
★ **BOUQUET**
★ **CLEAN TASTE**



84 PROOF

For a tall cold drink that is really refreshing and satisfying . . . try Hennessy-and-soda. For generations it has been a standby in the tropics. The exquisite flavour and smoothness of Three-Star Hennessy and the effervescence of the soda unite to form a beverage that is a delightfully pleasant answer to the enervating heat.

Distilled and bottled at Cognac, France.
JAS HENNESSY & CO. Established 1765

SOLE AGENTS FOR THE UNITED STATES:

Schieffelin & Co., NEW YORK CITY • IMPORTERS SINCE 1794

PICTURES TO THE EDITORS

REDHEAD

Sirs:

Little Redhead Donette Schley (*below*) who plays under the name of Donette De Lys is 18 years old, 110 lb., 5 ft. 1 in. tall. Born in Birmingham, Ala. she moved to Lakeland, Florida. She started her career of acrobatic dancing there the day she played hookey from school to get an audition at the Polk Theatre.

The manager engaged her for the matinee performance after taking one glance at her routine. She has one brother, a dental technician and two sisters. In her three-year career with the Dan Fletcher shows she has played in 42 states and in Canada. This is her first time in New York. Her ambition is to be the best acrobatic dancer in the country.

CHARLES de SORIA

New York, N.Y.



Reach up for life, for love, for enchantment, with hands that speak for themselves of all lovely things.

Express your personality to your fingertips . . . and tip them smartly, excitingly, or romantically with one of the gay new shades of La Cross, the prestige polish that looks better and lasts longer.

ASK YOUR MANICURIST to apply this marvelous polish in the new shades, or try a regular-size bottle on our money-back guarantee. 50 cents the bottle in United States and Canada.

+ La Cross
NEWARK, N. J.

CREME NAIL POLISH

• La Cross Glycerated Nail Polish Remover contains no acetone and is kind to brittle nails and harsh cuticles. Use it also to thin out thick polish. 1/2-oz. size, 25c; 2-oz. economy size, 50c.

AN
AUTO RADIO THAT
EVERYONE CAN AFFORD

CROSLEY
FIVER ROAMIO

ONLY
ONE PIECE
TO INSTALL
• IN ANY CAR

\$19.99

YOU'RE THERE WITH A CROSLEY

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“It’s just
STOP and GO
with you and
Hires”



5¢
2 GLASS SIZE
10¢
FAMILY SIZE

That *Natural Flavor*
in Hires comes from
delicious Root Juices

ONCE you taste the appetizing flavor of the real Root Juices in Hires, you’ll never be content with imitation root beers made of imitation flavors. Only *genuine* Hires will satisfy you. Learn the

difference now by ordering a few bottles of Hires from your grocer or at any restaurant or refreshment stand. You’ll enjoy its natural, wholesome flavor and know why it’s a favored beverage.

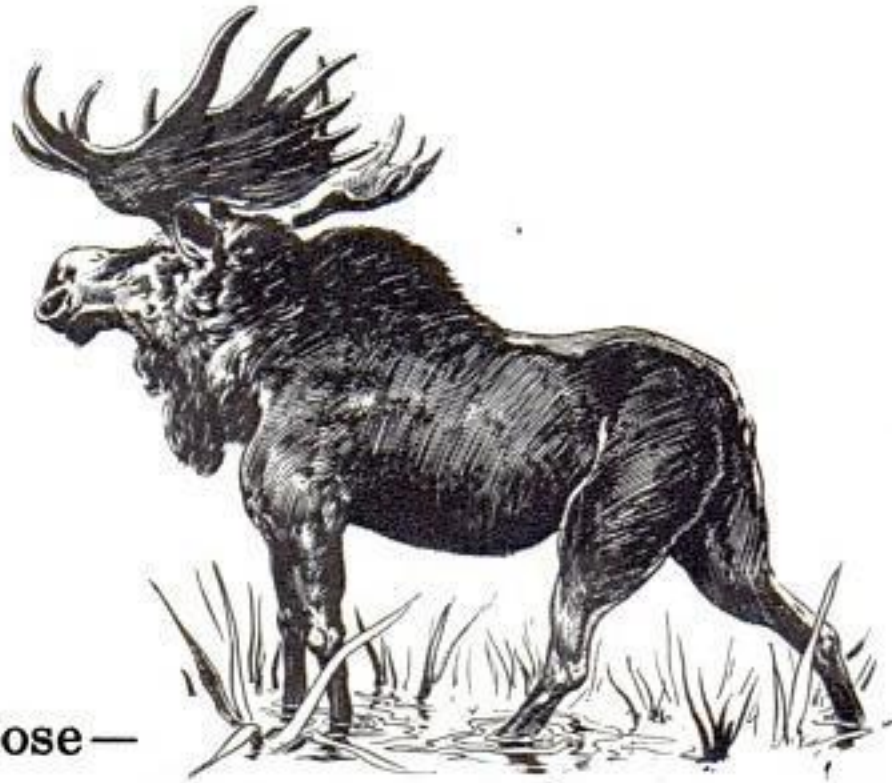
THE **R-J** ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER

It tastes so good - It’s good for you

THE
CHARLES E. HIRES CO.
PHILADELPHIA

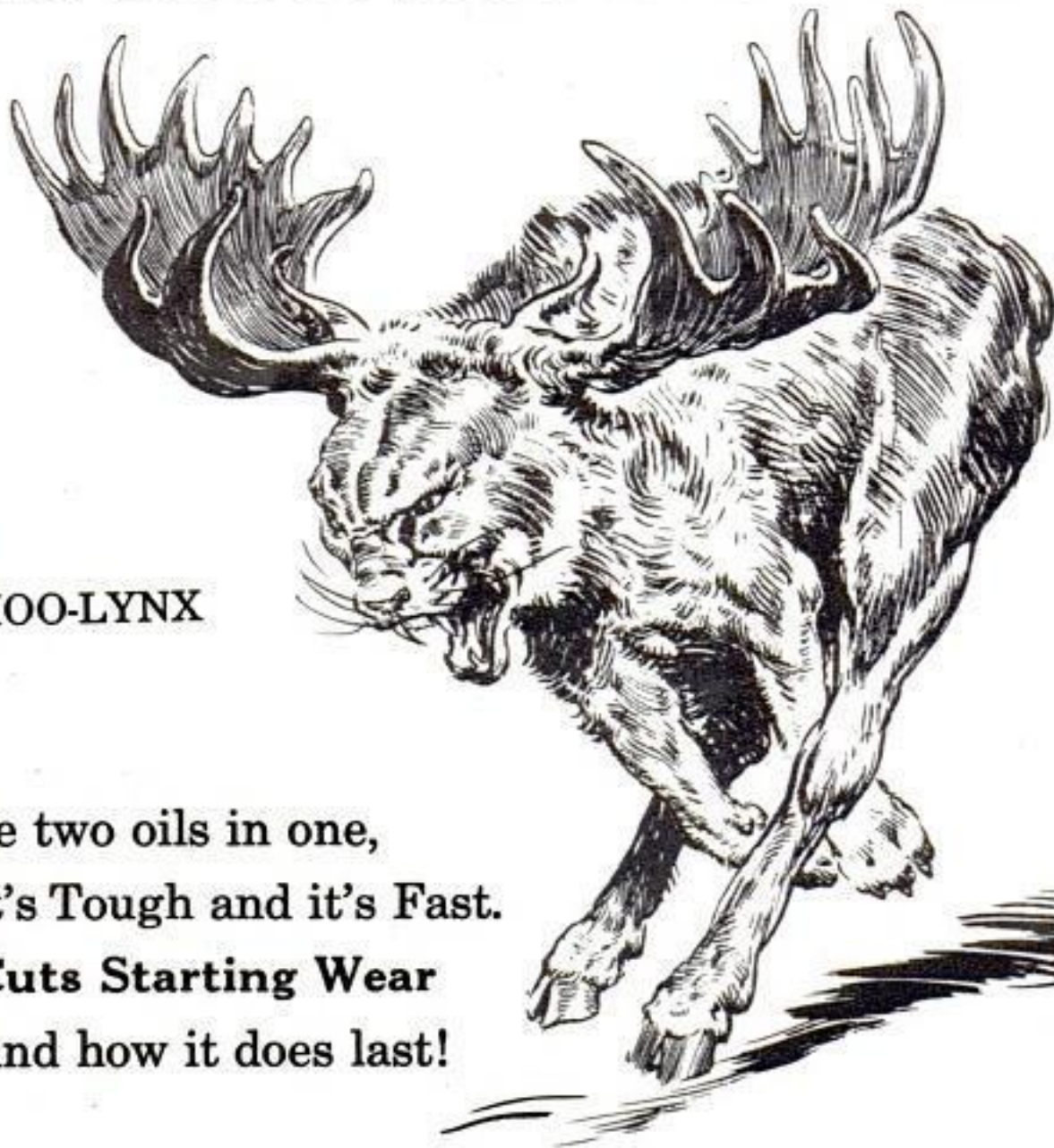


L is for Lynx—
He's amazingly **Fast**.
But for a long distance, he simply can't last!



M is for Moose—
He's surprisingly **Tough**.
But unlike the Lynx, he's not fast enough!

Now mix them both up, and mix them up well,
And there is the secret of **New Golden Shell**.



MOO-LYNX

Like two oils in one,
It's **Tough** and it's **Fast**.
It **Cuts Starting Wear**
And how it does last!

Starting causes **More Engine Wear** than all the
running . . . **New Golden Shell Motor Oil** is **Fast-**
Flowing to reduce this wear . . . **Tough** so it
stands the heat of steady driving.

Golden Shell
The New Motor Oil



PICTURES TO THE EDITORS

(continued)



NUNS AT TENNIS

Sirs:

I am submitting some pictures of nuns playing tennis at the Ursuline Academy in Dallas, Texas. While this may be common in the East, it is the first time Dallas has seen anything like it.

EARL MOORE

Dallas, Tex.



A.F. OF L. ON C.I.O. HORSE

Sirs:

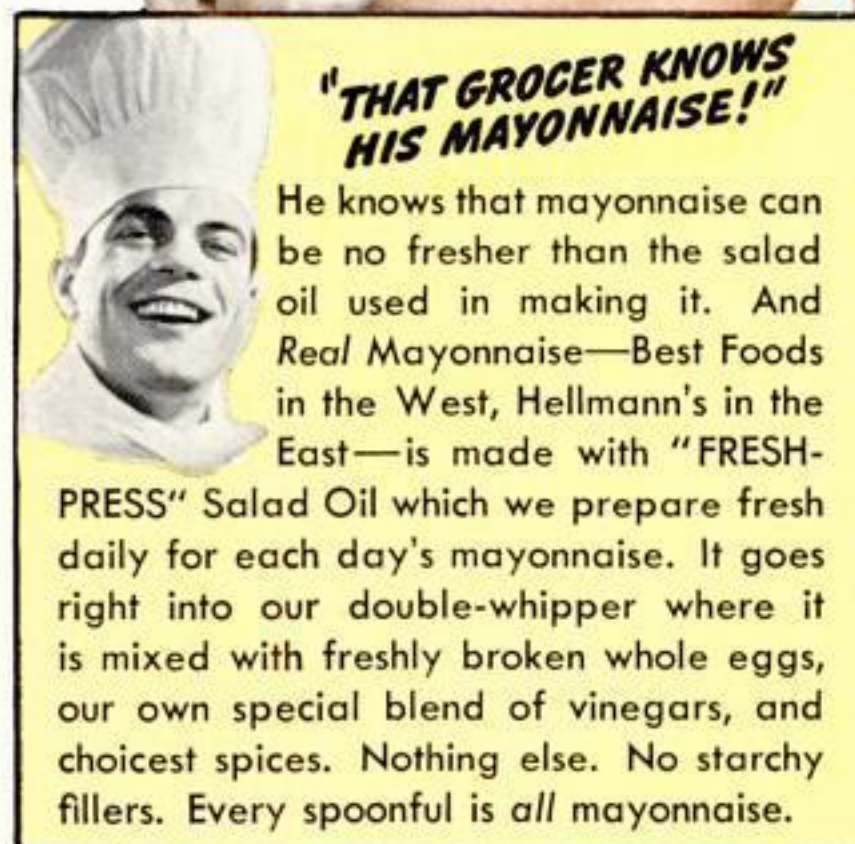
John L. Lewis, head of the C.I.O., recently bought this old house in Alexandria, Va. for his new home. The men seated on the scaffold are A.F. of L. painters employed by him.

GORMAN PRINCE

Washington, D. C.



**I PUT MY WIFE WISE TO
REAL MAYONNAISE**
THAT'S **FRESHER** EVEN
THAN HOME-MADE!



SEE HOW THIS FRESH REAL MAYONNAISE IMPROVES SUMMER SALADS!

For a treat like the "Summer Bouquet" Salad shown in the picture, combine your vegetables and greens with creamy Real Mayonnaise—Best Foods or Hellmann's—the only mayonnaise made with "FRESH-PRESS" Salad Oil.

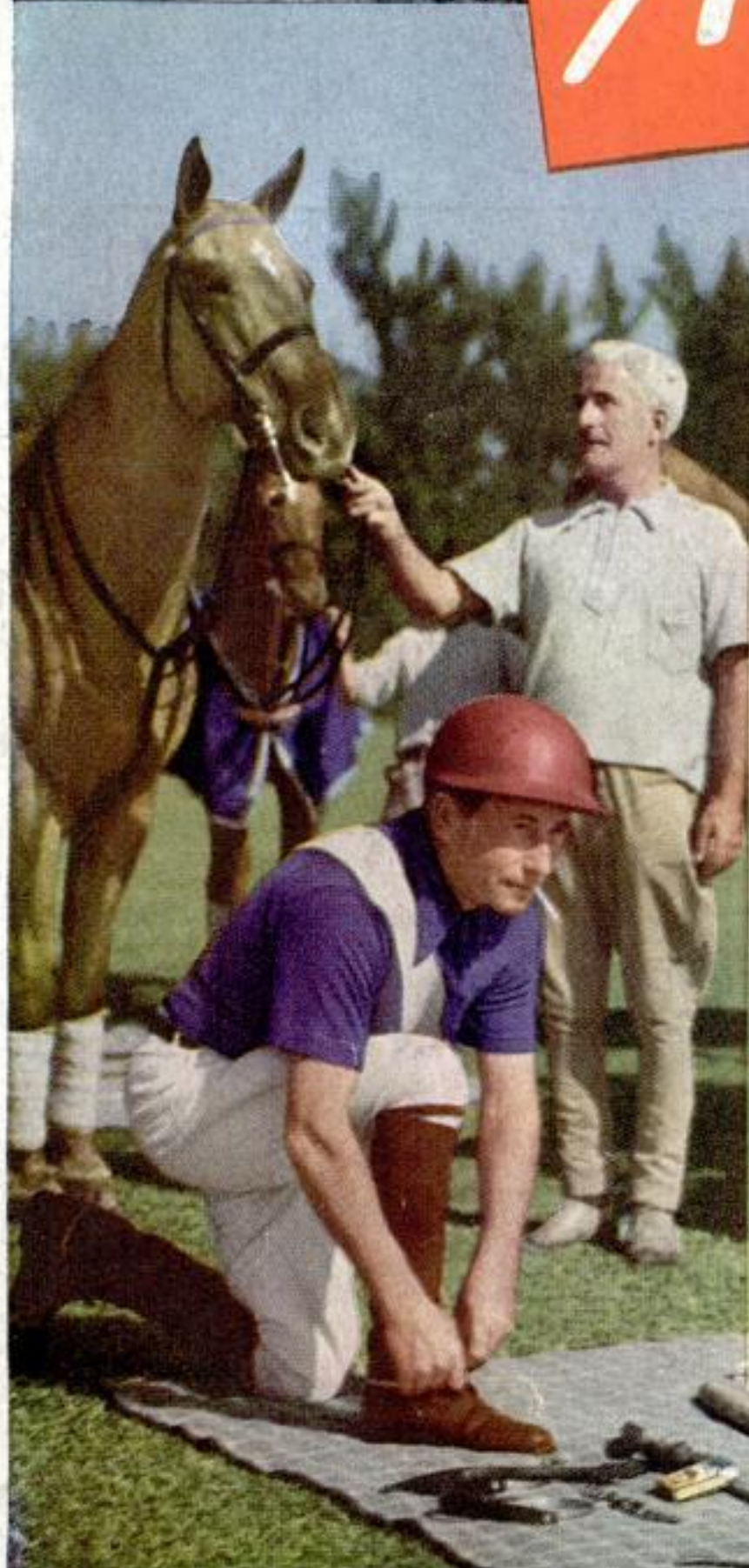
RUSHED FRESH FROM OUR KITCHENS! If you live in the West, ask for Best Foods; if you live in the East, ask for Hellmann's. Both are made fresh each day, sealed immediately in crystal jars and rushed to your grocer. *You get them fresh!* Why not try a jar this week?



BEST FOODS
and
HELLMANN'S
REAL MAYONNAISE



DID YOU SAY ACTION?



There's plenty doing when Bob Bullock's in the game!

GOING into the Flamingo Polo Club, the first thing you see is a statue of Robert S. Bullock—one of the great No. 3's of polo—a courageous, hard-riding defense man and a consistent, accurate hitter.

Polo enthusiasts will agree with Mr. Bullock that it takes healthy nerves to play polo—nerves that don't falter or fail in a pinch. And millions of Camel smokers will nod assent, too, when Bob Bullock says:

"Camels deserve the blue ribbon for mildness and mellowness. I've smoked Camels for years. They never jangle my nerves."

Mealtime *(right)* finds Bob, as usual, enjoying Camels. "Smoking Camels at mealtimes and afterwards adds a world of enjoyment to eating," he says.

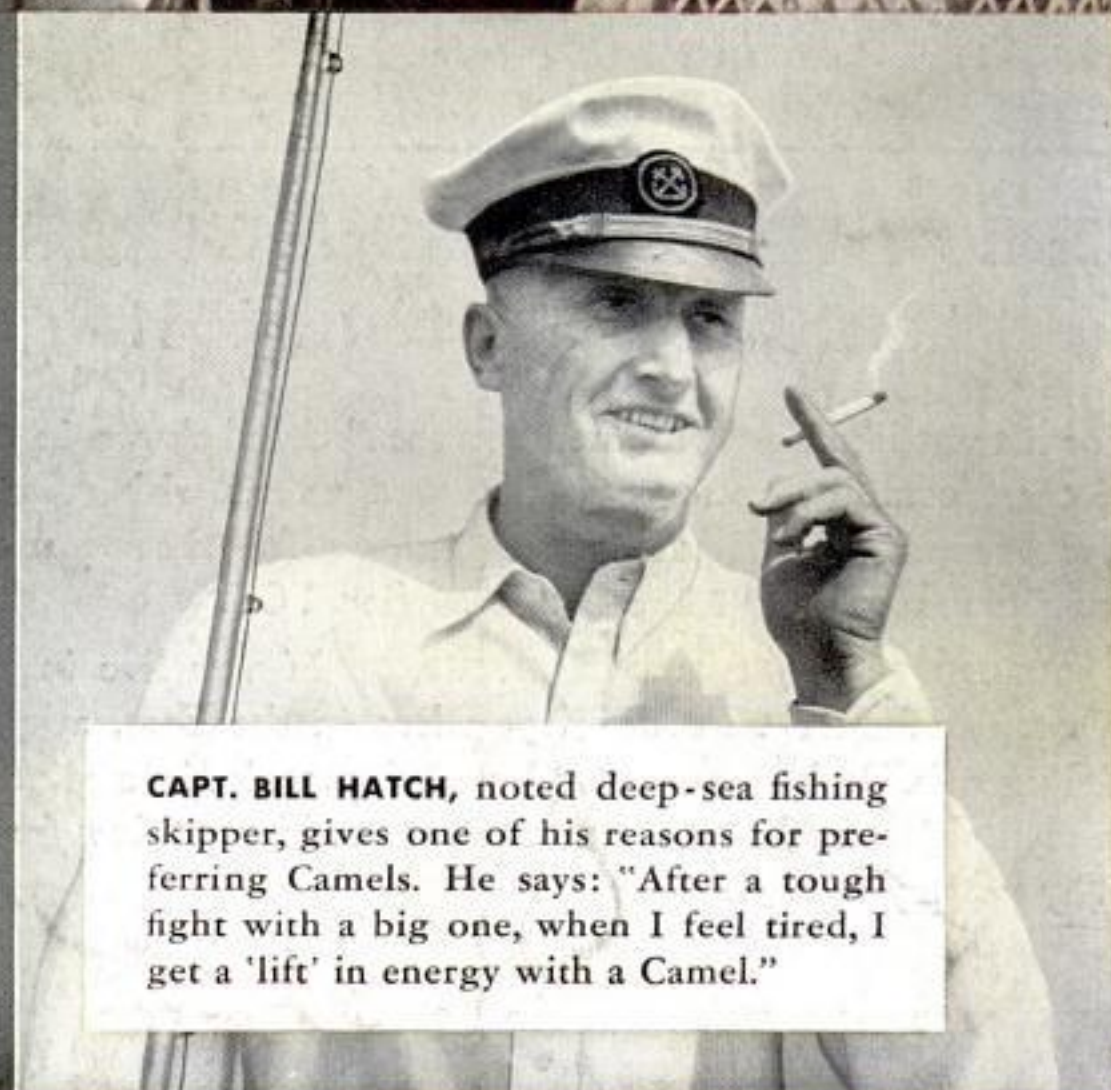


Tobacco Experts say:

Camels are made from finer,
MORE EXPENSIVE TOBACCOS
... Turkish and Domestic ...
than any other popular brand



WHERE EFFICIENCY COUNTS. As this busy secretary, Miss Rosamond Morse, says: "I can't afford to have jangled nerves—ever. That's my most important reason for preferring a milder cigarette—Camels."



CAPT. BILL HATCH, noted deep-sea fishing skipper, gives one of his reasons for preferring Camels. He says: "After a tough fight with a big one, when I feel tired, I get a 'lift' in energy with a Camel."

Costlier
Tobaccos!

CAMELS NEVER GET ON YOUR NERVES!

Copyright, 1937, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

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AMERICAN FOR

Flavor

IRISH FOR

Bouquet

WILLIAM JAMESON

IRISH AMERICAN

WHISKEY

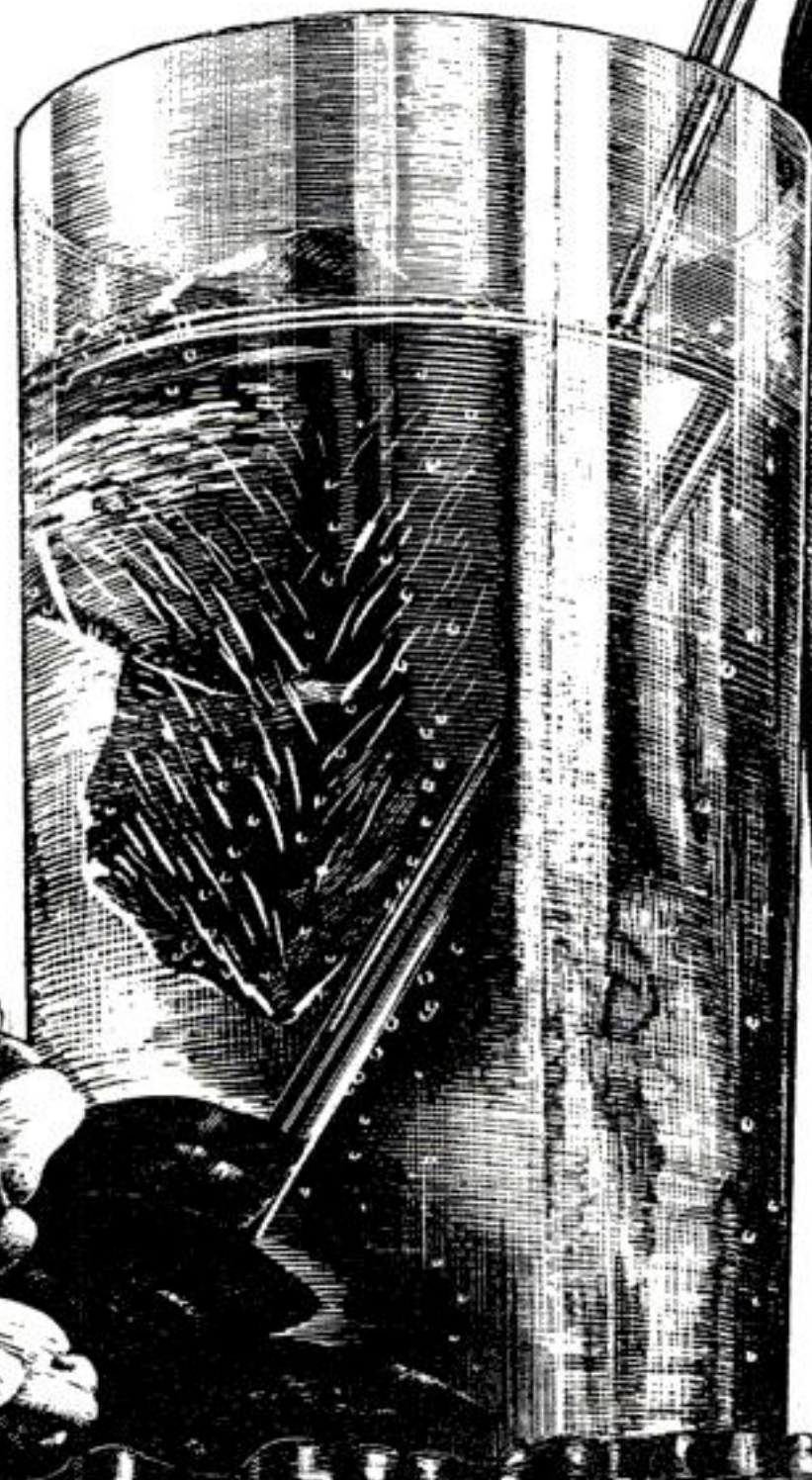
Brand

Contains 25% Pot Still Irish Whiskey and 75% Specially
Distilled American Straight Whiskey

*"The Best
of
Two Worlds"*

WILLIAM JAMESON & CO., Inc.
NEW YORK, N. Y.

86 Proof





*All Summer
— have*

GOOD HEALTHY HAIR

DO THIS *every week*

Rub 'Vaseline' Hair Tonic well into the scalp before every shampoo . . . its *natural* oil is especially beneficial in the summertime in overcoming dryness and harshness caused by too much sunshine . . . These Tonic massages stimulate the scalp circulation . . . bring nourishment to the hair roots . . . tend to correct dandruff and its recurrence.



DO THIS *every day..*

Brush a few drops of 'Vaseline' Hair Tonic into the hair each morning . . . it acts as a protection against sun and wind . . . keeps the hair neat and good looking without being greasy . . . and it's good for the health of your hair, besides. Keep a bottle of 'Vaseline' Hair Tonic handy and use it generously before a day at the beach . . . or the golf course. Chesebrough Mfg. Co., 17 State St., New York.



Vaseline
REG. U. S. PAT. OFF.
HAIR TONIC

Copyr. 1937, Chesebrough Mfg. Co., Cons'd.

PICTURES TO THE EDITORS

(continued)

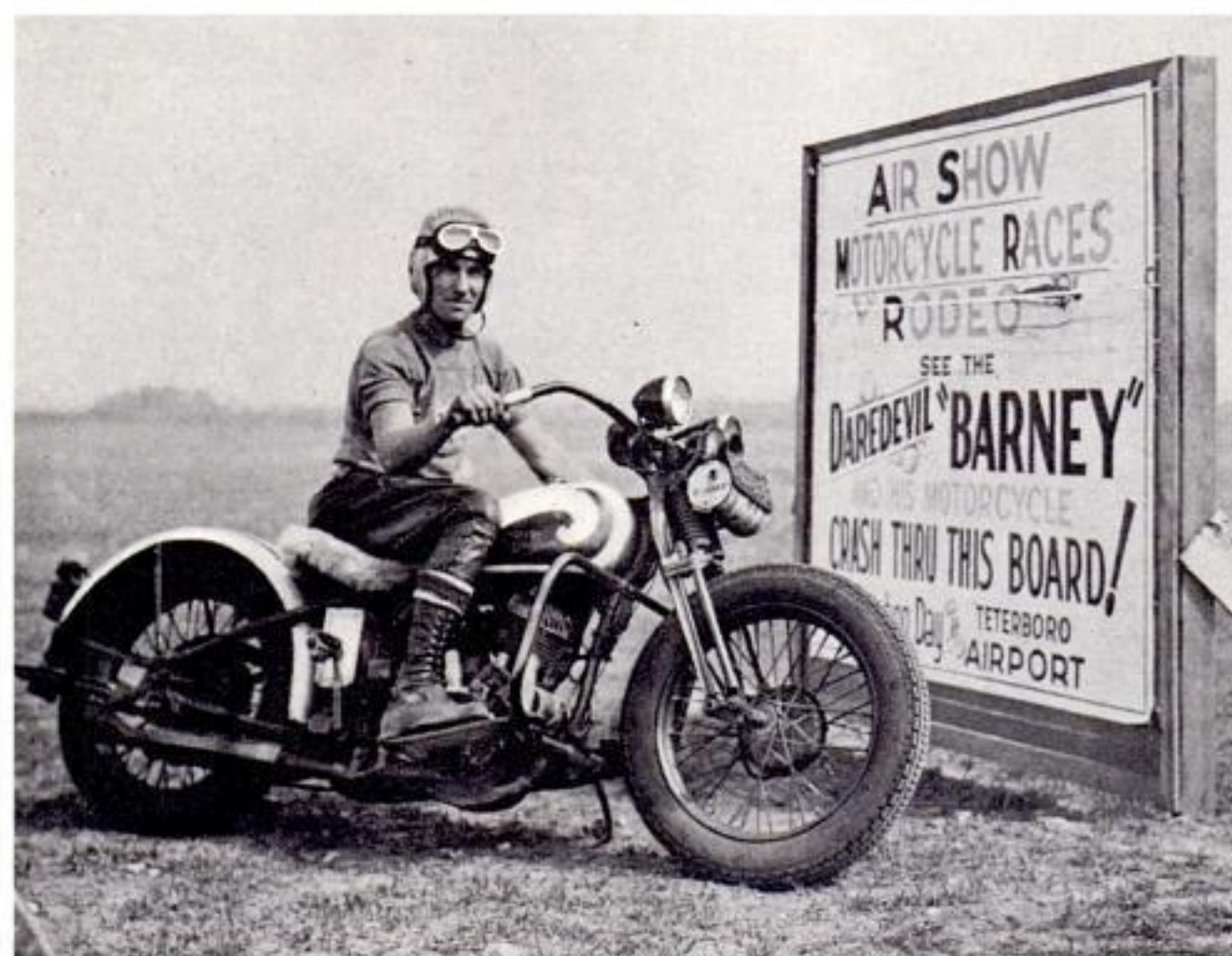
"DAREDEVIL BARNEY"

Sirs:

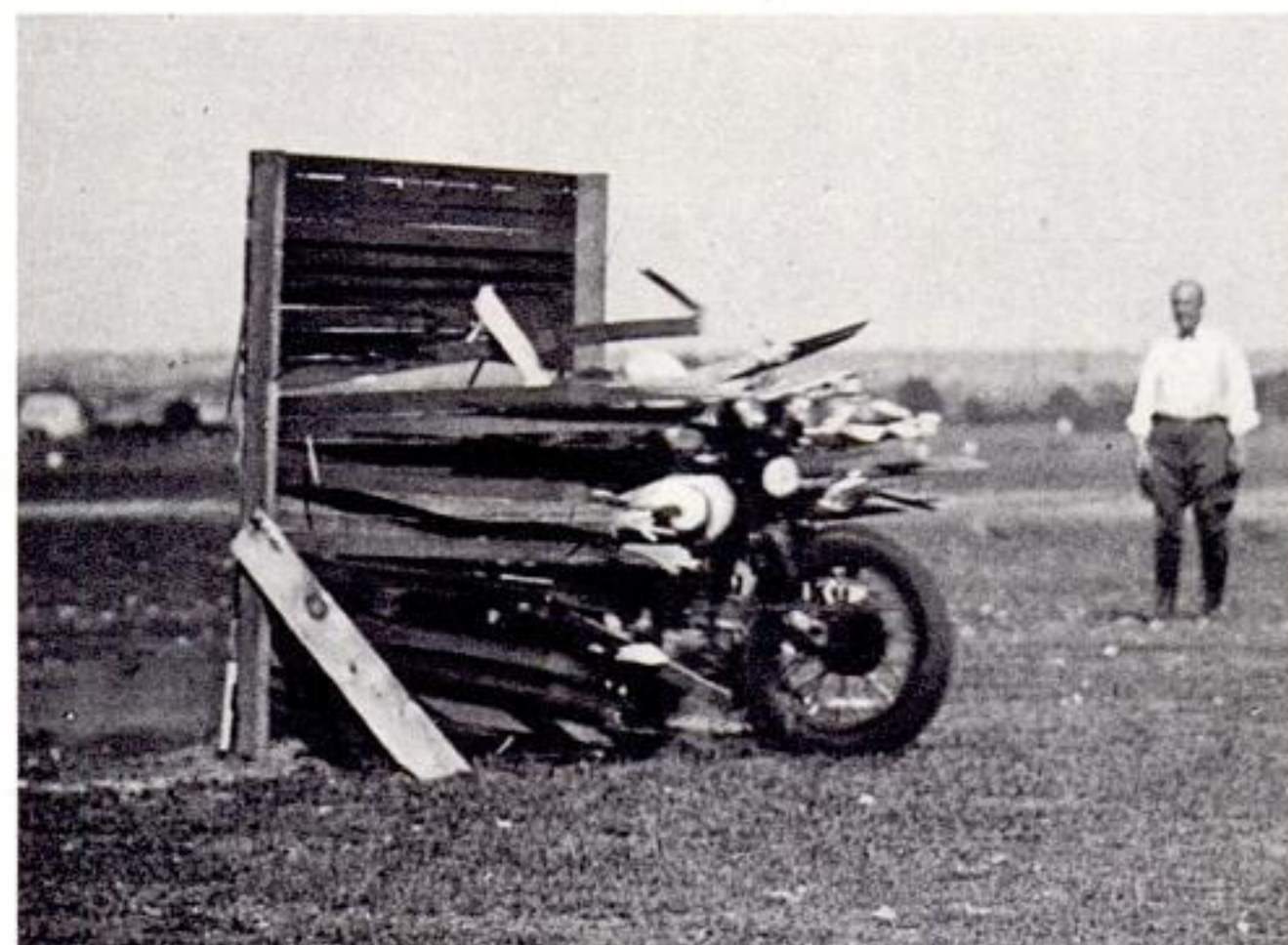
"Daredevil" Barney Greenwood, 28, of Hackensack, N. J. does this stunt (*below*) on his motorcycle. He goes to 70 m.p.h. through pine boards about 3/4-in. thick. His only protections are a crash helmet and a handle-bar guard. Once he fractured his wrist.

W. T. SKINNER

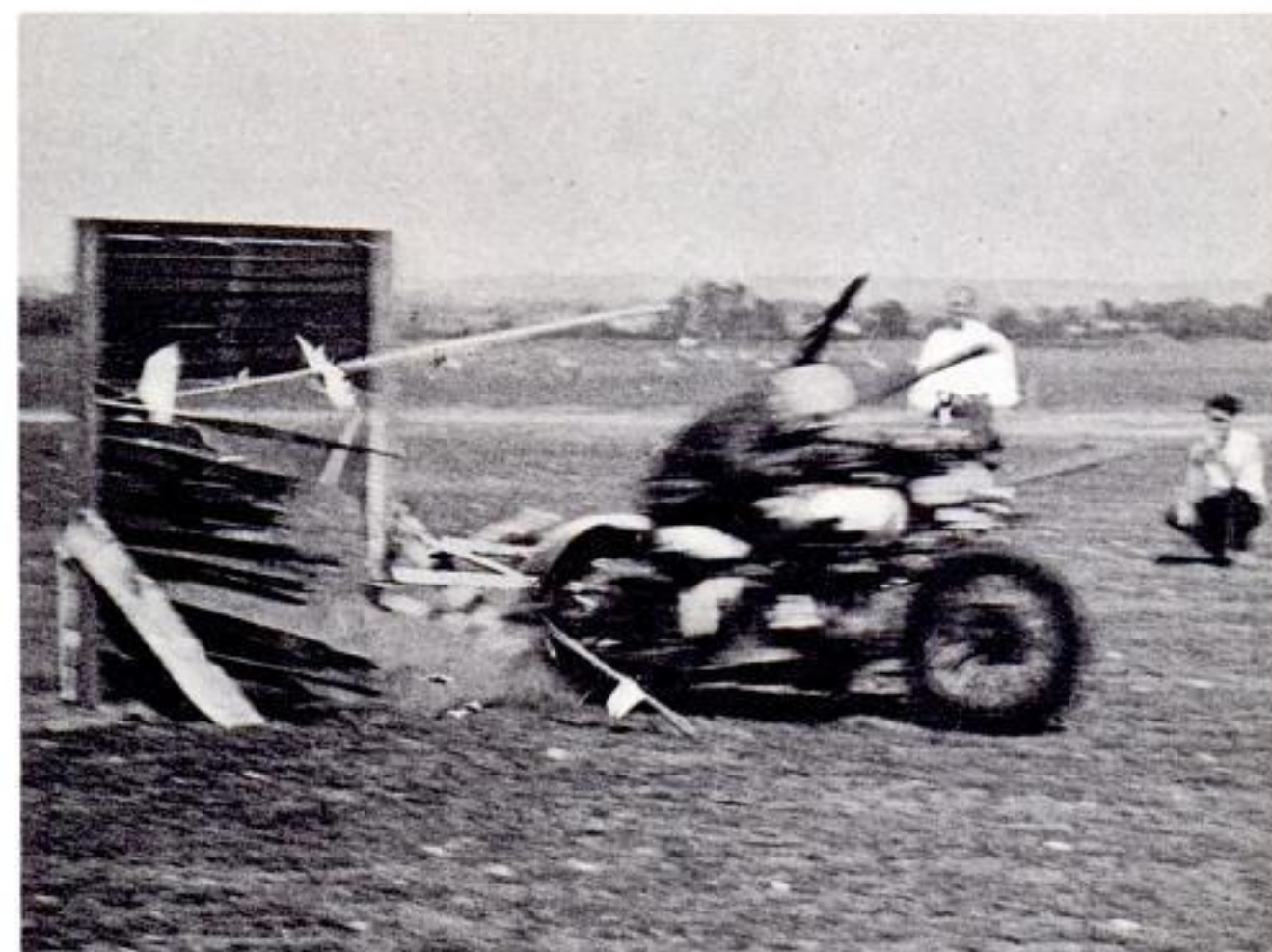
Teaneck, N. J.



DAREDEVIL BARNEY POSES BEFORE HIS TARGET



BARNEY CRASHES HEAD-ON THROUGH FRAME



A SHOWER OF SPLINTERS IS LEFT IN HIS WAKE